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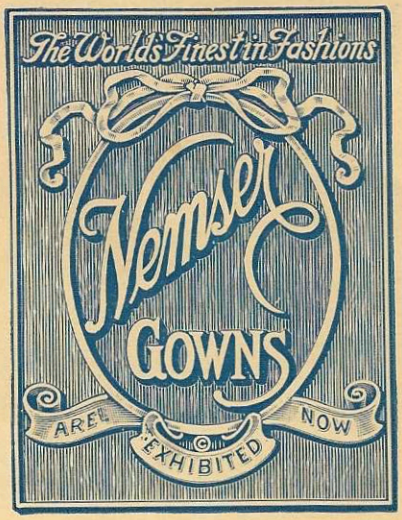

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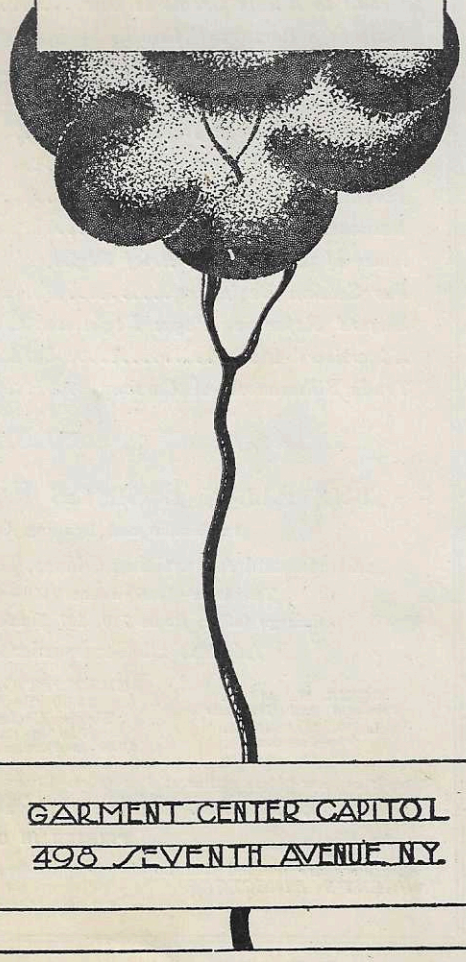

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Here and There in the Trade.

GUMSHOE artists who have been retained by this department to look into the merchandise-judging capacity of buyers recently in the market report that they are greatly encouraged by the frequency of these buyers' requests to "show me the lowest priced stuff you've got." * * * ¶Occasionally these buyers are employed by the self-same leaders of the trading-up movement, a grand thing which has been good for considerable conversation but not much trading up. * * * ¶A good many of these folks are all too willing to render lip-service to the idea in the abstract as long as you please refrain from distracting their attention when they're too busy to look at anything but the price tickets * * * ¶You can tell how things are going when you know that one of these ten-cent store chains is selling a lot of ready-to-wear in its high-priced division which retails merchandise all the way up to five bucks. * * * ¶It's only a question of time before we'll all be working for Woolworth.

A MERCHANT who is quite a stickler for research thinks the retail business is getting more and more scientific, which it no doubt is; but what business needs to watch out for while it's getting more and more scientific is to avoid becoming too darn cold-blooded. * * * ¶Why, some stores are getting so highly efficient behind the scenes that the first thing you know they'll have to hire some people who can write a legible sales check, just for the sake of being consistent. * * * ¶The average customer doesn't care a hoot about how scientific you are, but she does expect a little common courtesy now and then and no matter how big you are, you'd better take time to be human. * * * ¶Otherwise the customer will go where they *do* take time.

IT'LL be kinda nice when the retailers work off all of this old winter stock that is now cluttering up their systems, so they can start in and concentrate on reducing prices on the new spring merchandise coming in. * * * ¶After bearing patiently with the professional prognosticators who have been guessing what's gonna happen in 1928, the sum and substance of what they say—if we understand them correctly—is that anybody who draws cards to anything lower than a pair of tens in this game is what the highbrows call a sucker.—*C. G. H.*

Vol. 81
No. 4

January 24, 1928

Nugents
The Garment Weekly

CLINTON G. HARRIS
Editor

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Merchandising Counsel
LOUIS S. RAPPAPORT

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for

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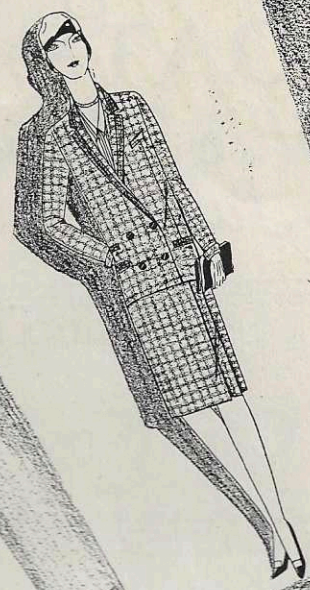
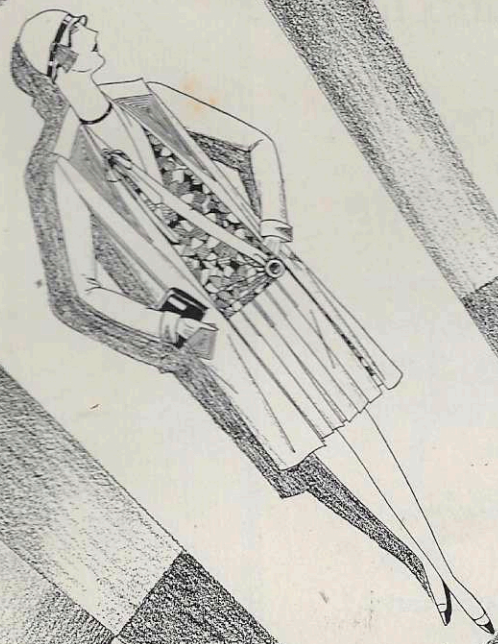
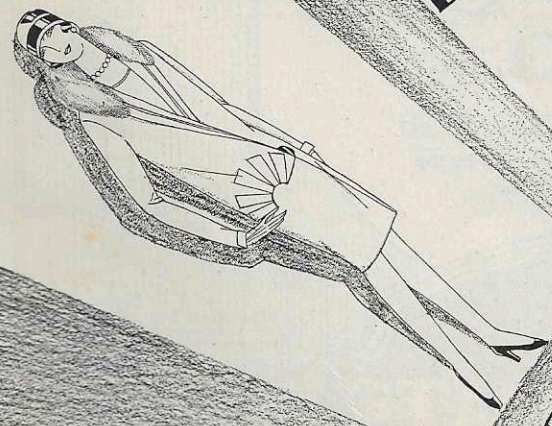
The LITTLE WOMAN







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Chicago, Ill.—Louis Oppenheimer
728 Morrison Hotel

Petite COATS for LITTLE WOMEN

Nugents

The Unfurred Coat for Spring vs the Furred Types

¶*One of the most widely favored types of unfurred coat is the model with scarf of self-material, the ends forming a cape when thrown back. Fur cuffs often augment this mode*

IN noting the plethora of reduction sales which inevitably precede the annual or semi-annual inventory of retailers, one is reminded of an incident related in the biography of Beau Brummel. His valet was one day observed discarding a huge amount of apparently unused finery. As he tossed away piece after piece of fine linen and other sartorial appurtenances, he was asked the reason for such ruthless waste.

"These are my master's sartorial mistakes," replied the valet with extraordinary unconcern.

Of course, weather conditions and other elements in the ready-to-wear merchandising equation are sometimes responsible for the losses on slow-selling merchandise, but by the same token, the "master's mistakes" are responsible for many a mark down. Many of these mistakes are inevitable in fashion merchandising, but some might have been avoided by better buying.

NUGENTS is ever mindful of its responsibility in helping buyers to avoid mistakes that need not be made. While it must keep the buyer abreast of every new phase of fashion, it must studiously avoid heralding "false alarms." Hence it always tempers its fashion commitments with authoritative information as to how these various fashions are being received in quarters where they are presented in advance of their full development.

Just now, the question in the coat buyer's mind is how strongly to sponsor the unfurred coat—in what proportion to buy furred and unfurred models. (*Continued on page* 55)

¶*Among furred coats, the coat featuring a collar high in back, after the manner of a Queen Anne style, and terminating in a curved movement toward the throat in front, is a favorite style*

¶*The unfurred coat with cape following a diagonal movement in both front and back is a general favorite among caped styles. Frequently the cape may be worn thrown over the shoulder, like a Scarf*

¶*A well-liked fur collar is one that features one wide revere, reaching to below the waistline, and a collar that stands high in back. Fur cuffs are important on all furred Spring Coats*

Studies from Worth, Lanvin and Jean Patou

GREEN, white and gold combine in this sports ensemble, which Worth calls "Troubadour." Pullover sweater of tritone tops an eccentrically pleated skirt with selvage hem.

WORTH'S new collar of blue fox, the short end of which slips through the long side is used on this coat of gray-green chevron. A new movement in tucking adds a further note of chic.

Eccentric Pleating and Tucking a Feature of French Sports and Tailored Toggery

A GOWN by Lanvin, evolved from black taffeta. Its fitted bodice is adorned with a large diamante pin. This gown is one of a group which Lanvin calls his "Old World" series.

Tiers Are An Ever Recurring Note in Gowns and Frocks of Paris Origin

Black Taffeta and Black Tulle Favorite Evening Media With Paris Couturiers

"BETSY," offered by Jean Patou, combines black tulle with an embroidered design of pearls and strass. The tulle falls in tiers at the side, achieving a draped movement.

Oncoming Developments in Fashion—Ensembles

¶This page of comment is contributed by Miss Rose Thorner, buyer of dresses and ensembles for the Sisholz Co. stores.

IF Southern fashion preferences in January may be taken as an index to what will be favored throughout the country this Spring (and we most assuredly think they may) the ensemble will be the undisputed fashion leader for Spring—and, in fact, for Summer.

Daily reorders indicate that ensembles are not merely being talked about—they are actually in demand. The tan and natural tones are noticeable favorites, particularly a soft beige-tan without any rose cast whatsoever. The rose and amethyst tans are definitely subordinated to butter beige, natural and beige-tan tones.

We are glad to see the entry of navy blue into the fashion picture. It always has an appreciable number of followers. The navy scarf, cape and coat ensembles are universally well liked among our clients. Independence Blue, however, we are not sponsoring. We feel that this shade is neither smart nor becoming and hence will not meet with favor. Show a woman a navy ensemble and an Independence Blue one, and nine times out of ten she will elect the navy. We particularly disapprove of this color for ensembles, as it does not combine graciously with other shades. It provides too definite a contrast when used with white, is unpleasant with beige, and none too attractive allied with gray.

One thing Spring buying in the South this season has definitely established, and that is that an all-wool costume is not salable. We found very early in the season that our tweed ensembles must have a silken rather than a woolen blouse. Hence, we are ordering all ensembles with silken blouses, even those of sportive nature.

The ensemble with matching woolen skirt and coat is favored above the ensemble which features an all silk dress and a woolen coat.

We are not strongly sponsoring cape ensembles, except in silk. Silken capes in navy, black, beige and tan may be wrapped smartly across the front with either a printed frock or a matching one underneath. It is selling readily now and bids fair to be a general favorite by mid-spring. We feel this same idea will obtain for Summer in light shades.

AS all the departments of fashion buying work in co-operation with with each other at our buying offices here, I am kept informed of the selling situation on coats and suits as well as dresses and ensembles. Suits, that is the two-piece regulation tailleur, are proving normally popular. Navy is favored above oxford. We feel, however, that all of the business we shall do with suits will be done very early in the season. The demand is not likely to hold out through the later Spring months.

Where coats are concerned, we are very definitely favoring unfurred types. Our firm has always taken the stand that fur should be eliminated altogether from the Spring fashion picture. This season's unfurred coats are quite the smartest types any season has produced. Scarf effects are universally popular. The more distinctive of the cape coats are also well liked. While the tan and beige tones are favored just now, we think it likely that navy scarfed and caped coats will give a good account of themselves later. Black is of course a phrase of the coat mode, but does not play as important a part as it did last year.

IN dress fields, the beige tones are definitely dominating. Navy is becoming increasingly popular. Green is gaining, also a red similar to the channel red of last season, but inclining to a very soft cerise, is exceptionally well-liked.

We are not experiencing any difficulty between our various buying factions because of the fact that the ensemble is being made by dress as well as coat houses. I personally find that I do not have to go outside the dress houses to find the smartest ensembles. The lovliest, as well as the most modish of the ensembles created this season I believe are to be found in the dress houses. The coat house ensembles seen to be inappropriate, and really not salable when placed in dress departments, even when they are combined with silk, and by the same token, I do not see why any coat buyer should elect to include dress-house ensembles in her collection. The matter seems quite simple to us, and we see no reason for the complications that we understand are arising in various fashion camps.

¶ *A Page Which Spotlights the Opinions of New York Office Buyers*

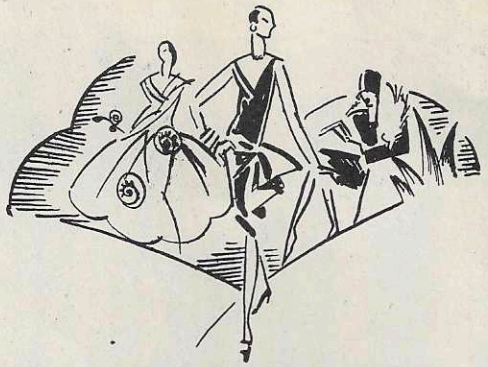
Louis Gersten & Co. *Morris Strassman*

Bright Navy and Tan Leading Colors in Coats

These Are the Types of Spring Coats Suggested in NUGENTS *Merchandising Calendar for Early Spring Selling*

IF the smart daytime coat for Spring is not caped, it is elaborated by intricate tucking and seaming in unusual motifs. Two versions of the Spring coat pictured present types that are taking well. At the left—A model in navy blue kashmireen flaunts long shoulder capes contrastingly trimmed with Congo Leopard. Right—Zig zag tucking lends novel design to a chic kasha coat collared in fitch. Note the smart deep cuffs outlined by the tucking

FASHION HINTS from the SHOWROOMS



RETAILERS who sell regularly to an exclusive clientele have been rather insistent of late that there is a growing demand in this quarter for dresses retailing at around $100 and $125 which embody distinguished styling, richness of fabric and a high degree of excellence in workmanship. It is to this need that Nemser Gowns, Inc., has addressed itself by showing a much larger collection of moderately-priced models than heretofore—a sufficient number, in fact, to warrant the assertion that this house is sponsoring an inexpensive collection. This particular group of models, which is proving to be a successful innovation for Nemser, is priced at $59.50.

* * * *

FASHION has never completely recovered from the war, apparently. Every little while we find Worth or Lanvin or some other prominent house presenting a new "trench coat." The latest Lanvin version takes as its medium a pale beige gabardine, and follows the military contour with exactness. Instant popularity greeted its arrival, although it was "the same old trench coat." Now we find this gabardine coat, rubberized, meeting with like success in America. Wanamaker's herald it as the raincoat of the moment. Filene's, of Boston, exploit it and Saks-Fifth Avenue feature it as a smart new fashion item. In the Spring collection of Kenreign Co., Inc., the gabardine trench coat is given a new note by the use of silver saddle rings on belt, cuffs and collar. The Mandelberg Co., Inc., however, has elected to present it in its "natural state," attributing to it an English origin rather than a French one.

* * * *

WHEN is a vestee more than a vestee? When it is fashioned of the new basket-weave fabric treated with wool yarn, in smart appliqued motifs as is one sighted at Venida Waist & Dress Co., which is exclusive with this firm. Gayly colored wool flowers, posed in latticed squares of black wool lend an entirely new complexion to the suit and ensemble vestee. As to the styling of this vestee, it is simple enough, closing down the front and ending in cut-away points, topped by a student collar. The entire garment is outlined with a narrow black border—a chic note.

* * * *

STYLING for the large woman has really come to mean merely "sizing for the large woman." Makers are now much less concerned with presenting styles that create the illusion of slimness than they are with presenting styles that slim women wear, properly sized for the women of more generous proportions. This is clearly evidenced in current collections of suits. Heretofore suits for large women unanimously stressed narrow shawl collars, link button closings and hip-length coats. This season's showings feature double-breasted effects, for all the world like "flapper" styles, notched collars, novelty pockets—even odd little belts. In the collection presented by Flaster & Blier we find every youthful suit style of the year, expressed in all the youthful novelty fabrics as well as the regulation solid shades and oxfords. And, by the way, it is everywhere cited that suits for large women are selling exceptionally well this season.

* * * *

ALONG with the approved Oxfords, coverts and mannish striped suits that are taking so well comes a new fabric to distinguish the two-piece *tailleur,* namely zibaline broadcloth. This new material presents a mottled black appearance and is particularly attractive in alliance with satin. We have in mind a model seen at Meyer Morje, Inc., which follows the smart cutaway lines and is accompanied by two vests, one to be worn inside, and the other sporting a collar designed to be worn outside. The two vests idea should provide a good selling point for this type of suit.—*B. M. S.*

Kenmoor Sportswear, Inc. *Edward Krieger & Co., Inc.* *Holsten, Young & Co.*

Novelty Woolens Favored for Utility Coats

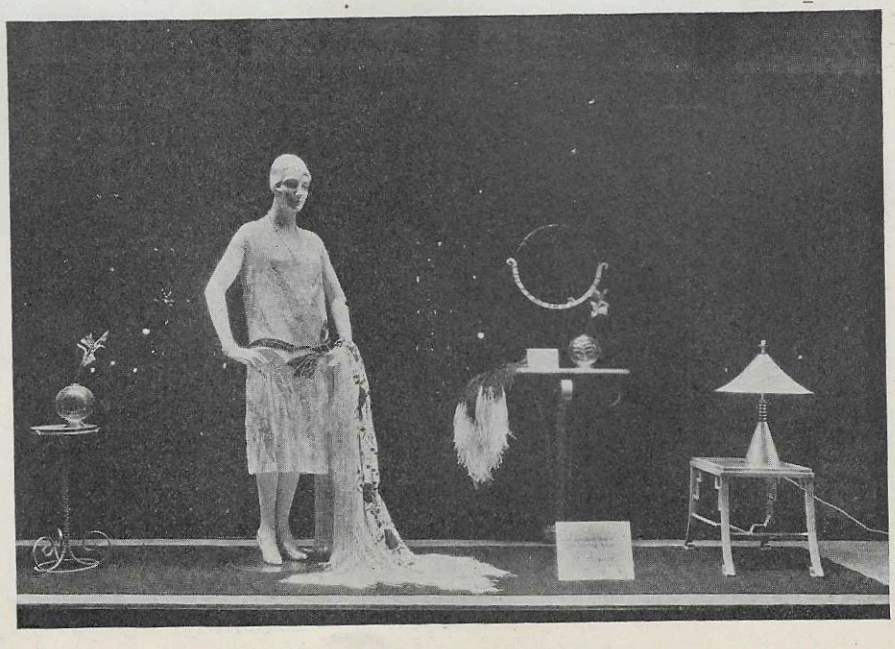
NOVELTY woolens seem to be favored mediums for the sportive general utility coat, which, in most cases, is simple in styling, centering interest on fabric. At the extreme left—An imported bordered woolen, in basket weave, is smartly collared with mountain ermine. Center—A belted model, lined with Indian print, is fashioned of imported woolen, patterned in brown tower design. Johnny collar is of fitch. Right—Straight-line woolen coat patterned in plaid effect sponsers lynx wrist cuffs and throw scarf. These coats may serve for mid-season wear, fitting in well for mild weather.

These Are the Types of Utility Coats Suggested in NUGENTS *Merchandising Calendar for Early Spring Selling*

The New Fashions for I

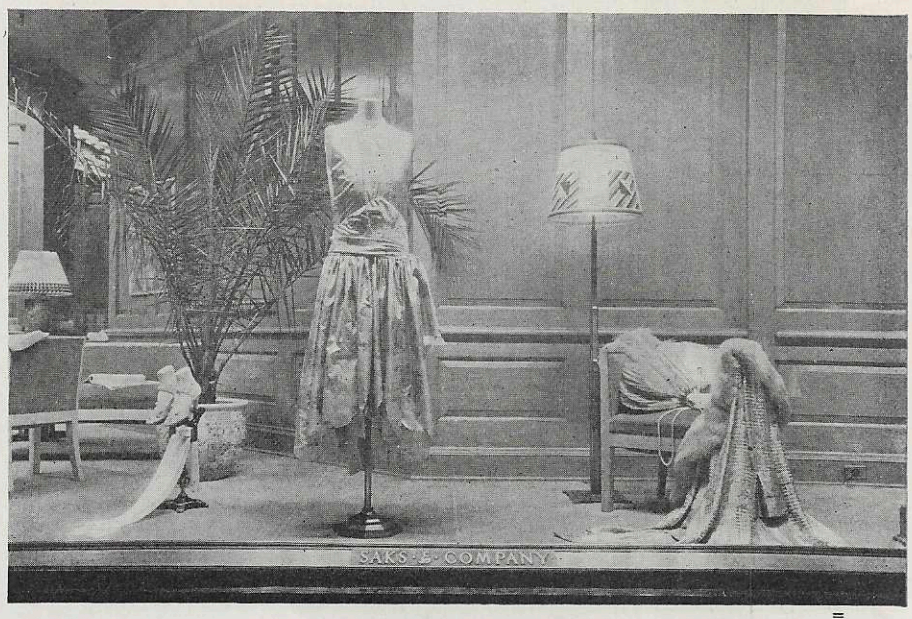
as the New York Store V

¶ *Below:—As one strolls along Fifth Avenue, it is the simplest windows which arrest the eye, particularly those that throw the merchandise into bold relief. An example of this type of window is pictured below. A manniken in evening attire is posed against a solid black background, with nothing to detract from the gown but a few interesting decorative objects. Arranged by S. W. Biggs, display manager for Stern Bros.*

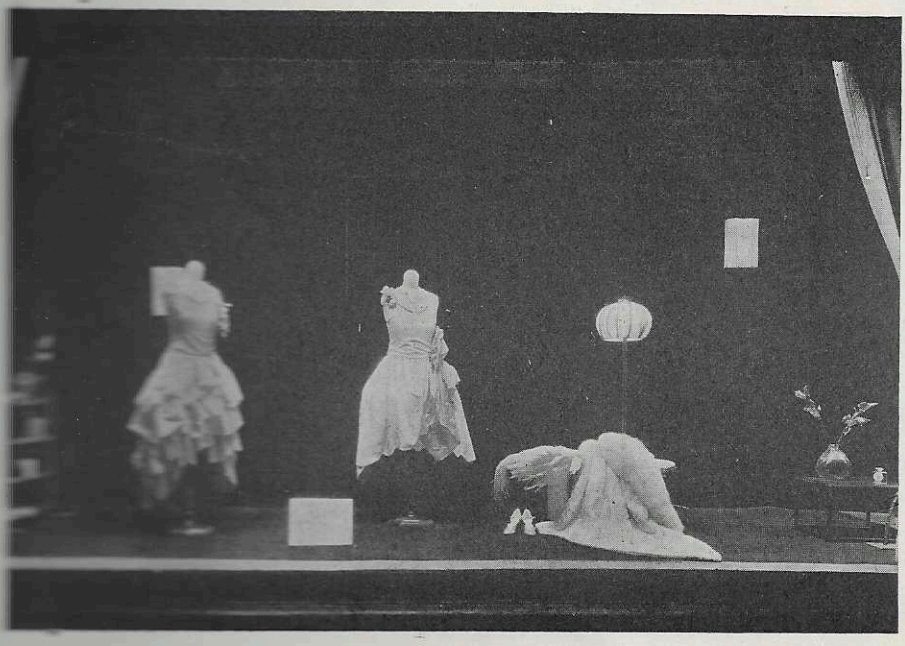


¶ *Above:—It is noticeable that in Palm Beach showings this year, the merchandise displayed is of a decidedly practical nature, as suitable for Northern wear as Southern usage. In this window four practical versions of the ensemble introduce four different coat lengths. A background of smilax constitutes the Southern atmosphere. Arranged by Mr. Waldron, display manager for Russeks*

Daytime and Evening Wear Windows Display Them



¶ *Below:—A companion window to the one pictured on opposite page, employing the same solid black background as a foil for the evening attire displayed. In such window a black ebony bowl of crystal flowers provides an interesting decorative note. Crystal flowers and modernistic lamps are general favorites as decorative objects. Arranged by S. W. Biggs, display manager for Stern Bros.*



¶ *Above:—This window is given over to a single evening costume—a flowered taffeta period frock and an evening gown of metal broche. Suitable slippers, hosiery, fan and jewelry comprise the tout ensemble. Note what a pleasing effect is achieved merely by the use of a palm, a chair and a lamp. Note also that no attempt at actual balance was made, the two largest objects being placed to one side. Arranged by Sidney Ring, display manager for Saks, Fifth Avenue.*

Fifth Avenue Is Selling

FOR a long time now, women between the ages of forty-five and fifty-five have found it difficult to obtain suitable apparel designed in the latest themes which would be moderately priced and not too youthful. Both the merchants and manufacturers must have received numerous complaints, because several of the leading New York stores are advocating, in the same week, special frocks for the older woman.

COHN & PLAKS
GARMENT CENTER CAPITOL,
498 Seventh Ave., N.Y.C.
COATS & WRAPS
New Style Successes
Accenting Youthfulness and Originality — in fabrics of unusual character
PLEASE NOTE NEW ADDRESS

"WENDELL," the new trade-marked frocks and ensembles for Madame, now being offered at Franklin Simon & Co., are the first of their kind and consequently are meeting with instant approval. The frocks in this new group are particularly commendable in that they manage to incorporate some of the most successful style features without appearing collegiate or youthful. The skirts on these garments are a more dignified length without being long and they are wider too, through subtle pleating and circular effects. The new scarf collars and other necklines are modified and the entire frock is designed to allow more freedom.

Wendell frocks, according to this store's advertisements, are the same as custom made garments in their individuality, fit and value.

A DISTINGUISHED group of dinner gowns for madame is being launched at Lord & Taylor's in beige or yellow satin also of lace in these tones. The models resort to new scalloped effects on the skirt and very simple round necklines. A single jewelled pin anchors the fulness on the front of the blouse or at the side of the waistline.

THE new Junior "Cavalier" frocks of this house express smart simplicity in all the latest shades for the *jeunne fille*. A notable fact of this first presentation of junior "Cavalier" frocks is the absence of contrast and trimming in any guise, the belted models being in montone tints of new reds, greens, blues and beiges, and stressing self tucking and pleating in new ways.

THE bandana frocks in new hand blocked prints are sanctioned by many of the shops as ideal for the coming season. Hermelee on upper Fifth Avenue offers a collection of these sport frocks in tones of fire-cracker red, which adds one more shade of red to the many tones exploited in bandana frocks.

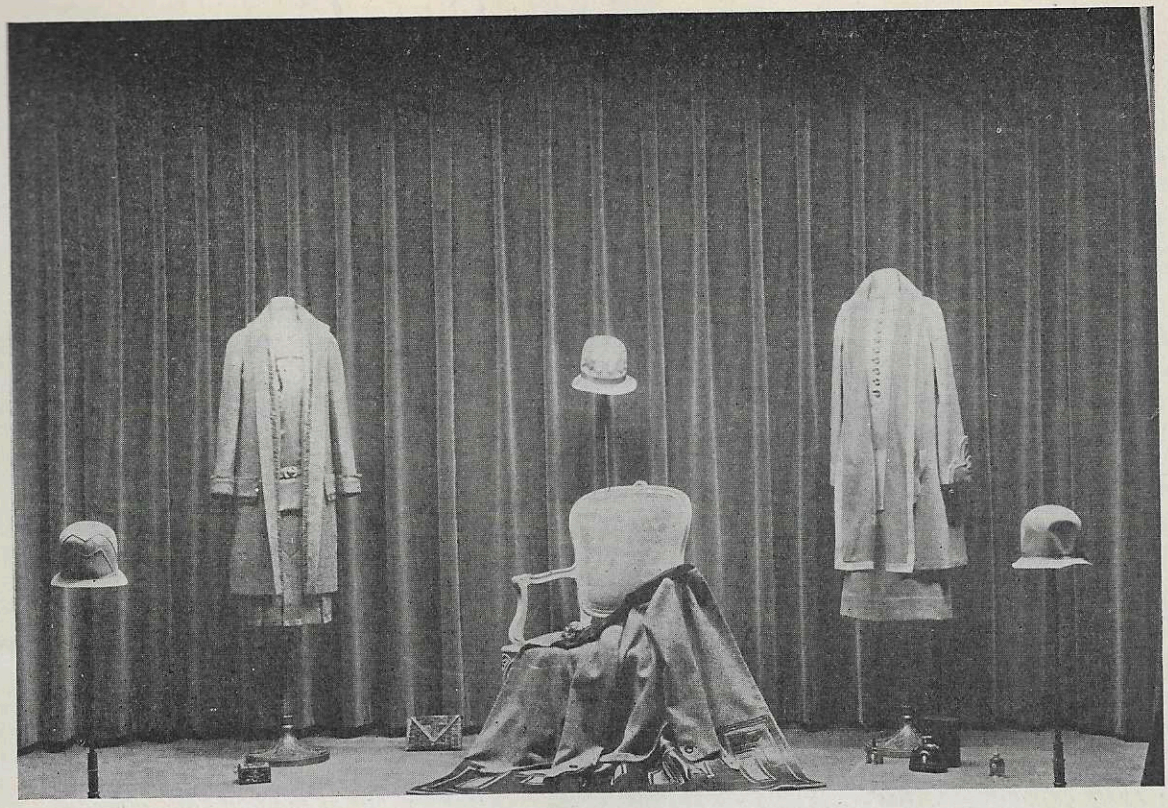
THE most eleborate bouclette sweater costume seen in many weeks is making its bow at L. P. Hollander & Co., on upper Fifth Avenue. Bright navy or middy blue is the color and the jumper has a border of Chines motifs appliqued around the hips and on the sleeves in silver braid. Bouclette sweater suits seem to be leading almost any other type in this field. Saks, Fifth Avenue, offer bouclette themes in numerous shades of green with emphasis placed on billiard and garland green, two interesting new shades.

MUCH of the Southern apparel designed for dinner and evening wear, especially when fashioned of chiffon, provides an accompanying wrap of the chiffon, sometimes fashioned in the guise of a huge scarf or more often a bordered cape. One charming model allies a smart chiffon border print, in pink and lavender, with white accordion pleated chiffon, the print forming long side drapes on both sides of the frock and bordering an unlined cape of pleated chiffon.

MENTION must be made of the new frocks of Elysian green in georgette and chiffon now a feature of the display at Arnold Constable & Co. This new green, by the

KYLE SILVERMAN INC.
COATS & SUITS of FASHION
525 SEVENTH AVENUE
NEW YORK

FROCKS GOWNS
GROSS, ROTHENBERG AND LEVINE INC.
1412 Broadway N.Y.C.



¶*Joseph never displays more than two or three garments in the same window, realizing that this allows the garments displayed to receive full attention. Two interesting sports ensembles are shown with one novel sport coat which features an unusual Grecian border appliqued in leather. The tweed ensemble at left employs self fringe as trimming, while the costume at right highlights novel cuffs, pocket and front facings of silk*

way, is none other than our old friend citron green with a little more yellow added in the dye, making it adaptable for wear by more types. The clever styling of these models which exemplify a new use of flares and border tucking together with their attractive coloring, stamps them as being decidedly individual. When worn with large black hats and black slippers, (as displayed by this store) the ultimate in chic is attained.

THE one definite idea to be gleaned from all the recent displays of advance Spring apparel is the fact that coat ensembles resort to all lengths from the very short fingertip themes to full length types. Stores are advertising new ensembles in four different coat lengths. The majority of these are unfurred, a few being absolutely collarless. All this makes one realize that the separate fur or silk scarf will occupy an important place in the Spring fashion picture.

AS a variant of the conservative tweed and homespun types, Bruck-Weiss on Fifty-seventh Street presents a firecracker red ensemble developed in wool crepe, having a flared seven-eighths length coat, the flare achieved through diagonal side tucking. Its Johnny collar of self fabric is laid in folds, a new idea which is being well received. A knitted silk jumper appliqued in silk completes this costume.

G. ATKINS, Inc., another Fifty-seventh Street shop features a more sportive type of ensemble in their display. One model differing from any other type seen heretofore, is of light and dark brown jacquard tweed of medium weight. The three-quarter length coat follows the approved cutaway effect; the difference is achieved through the use of a bias fold beginning at the neckline and gradually widening as it follows the line of the coat down the front. Two wide bands of the material on either side of the skirt conceal large godets which allow much freedom when walking. A blouse of rose beige crepe satin in Vionnet styling adds a feminine touch to this otherwise sports type.

THERE has been a preponderance of new and interesting green tones exploited lately on the Avenue, which provide a welcome departure from the much repeated tans and browns. Kurzman presents a smart town and country coat in the new blue green shade that is gaining favor in both daytime and evening attire. A figured homespun in small jacquard pattern is the medium used for this chic coat of sports genre. Butter mole, one of the outstanding fur trims of the season, adorns it in the approved tuxedo border effect. A rather mild Winter makes the display of this type coat both interesting and timely.

The newest white coats for Southern resort wear flaunt wide revered collars faced with a gay print which also lines the coat. George Bernard & Co., offer several interesting models in a lightweight white broadcloth.

Studies in

Ready-to-W

By

Willis Parker

¶ *View of Sixteenth Street, Denver, Col., looking west. Six department stores face this thoroughfare which is part of the main retail shopping district of not only Denver, but of the State of Colorado*

MORE than $12,000,000 worth of ladies' ready-to-wear, including outer garments, undergarments, furs and hosiery, are sold by the retailers of Denver, Colo., each year through 14 fur stores, six department stores and approximately 30 women's specialty shops.

What percentage of these sales go direct to Denver residents is difficult to determine, because Denver is the style center of the Rocky Mountain region and draws trade from all of Colorado, Wyoming, portions of New Mexico, western Kansas and Nebraska. There is no city of similar size and importance between the Canadian line to the North and El Paso to the South. Salt Lake City is the nearest competitive city to the West and, because of the intervening mountain ranges, a few of the women of the western part of Colorado do visit Salt Lake City instead of Denver when seeking the latest styles in ready-to-wear.

On the other hand, we must remember that in the whole state of Colorado, there is scarcely more than a million inhabitants and Denver includes almost one-third of the state's entire population. There are two limitations, then to Denver's outside market—the sparsity of the population and the great distances the outside visitors must come to patronize Denver stores. Nevertheless they do come because Denver is recognized as the style center. The other towns of the state are too small to compete with Denver on this score.

In addition to the Colorado women who patronize Denver stores we must not overlook the great number of visitors who come from the East and the South each Summer, for Denver not only is a Summer resort in her own right but is the outfitting point for visitors seeking to go farther into the mountains where dude ranches and the more "classical" Summer resorts furnish recreation, and, in some instances, demand the latest styles in wearing apparel. Examples are Estes Park, Colorado Springs, Boulder, Evergreen, etc.

Since Denver is recognized by many of the visitors, who come year after year, as being up to the minute in the style of ready-to-wear offered by the stores, hundreds wait until they reach Denver to outfit themselves for the Summer season. Such outfitting includes sport togs as well as evening wear, for, while knickers, boots, sweaters, etc., might be appropriate for daytime wear in the mountain resorts, the visitors blossom out in the latest styles in evening gowns immediately after the sun goes down and the ballrooms are a galaxy of what-is-latest.

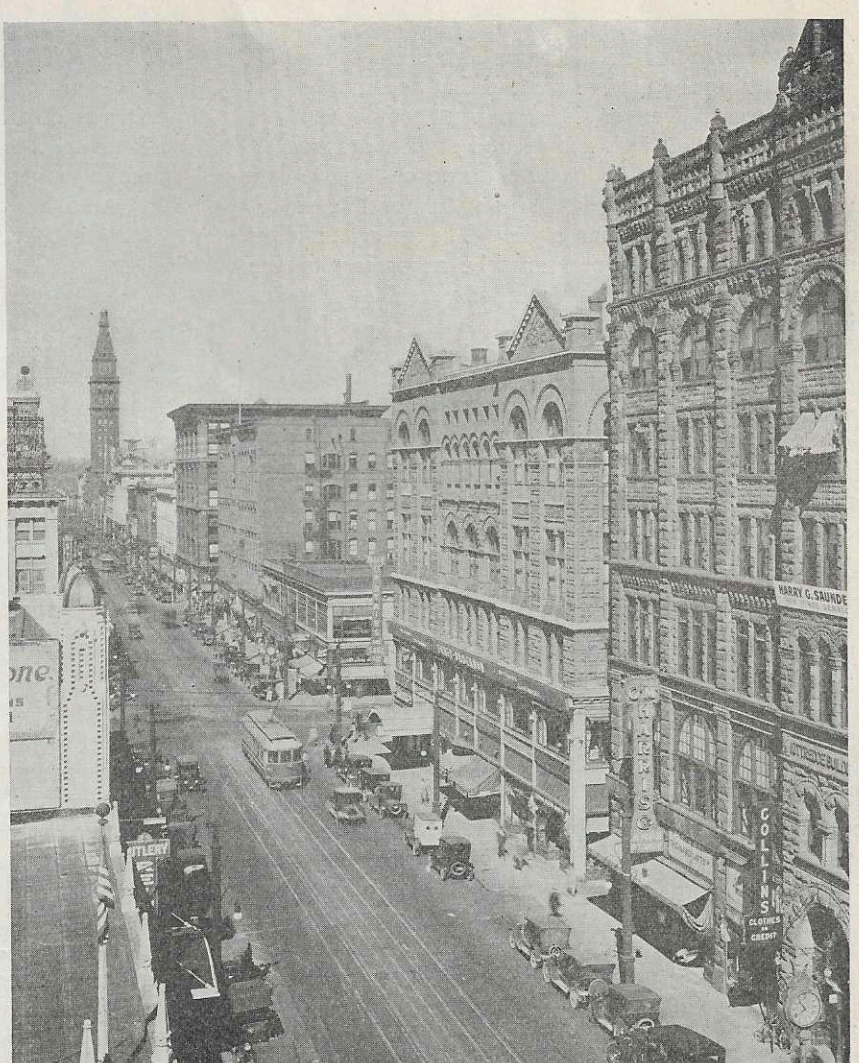
Denver dealers insist that visitors take advantage of their recreational opportunities to do their Fall shopping, too, for the Fall styles are available August first, a month before the tourists return to their homes. They also claim that the visitors desire to take advantage of the prices offered by Denver stores,

ear Markets—DENVER

¶Ready-to-Wear Distribution in Denver is carried on by means of 6 department stores and 44 women's specialty stores and shops

which, they claim, are somewhat less than the prices charged for the same merchandise and style in the larger Eastern cities. Whether or not the prices are lower need not enter the discussion except that price always has been a factor in ready-to-wear merchandising in Denver, and the dealers have made the error in the past of stressing price too much. They admit it and are increasing the stress on style, more and more each year, with the result that the Denver public is becoming more and more style conscious. We must admit that thousands of dollars worth of ready-to-wear is purchased each Summer by Eastern and Southern visitors who are here for vacations.

Another detail before the picture is complete. Denver is not a manufacturing town. It has no large industries, but many small ones. It is to a ertain extent a railroad center, but not to the same extent, in proportion to its population, that Pueblo, 120 miles to the south, is. It is, plainly speaking, a selling center, a tourist resort and the residence of many wealthy people. It is a health resort in addition, and, as a health resort, draws to it the rich and the poor, all in search of strength. With the rich, existence is not so much of a problem; with the poor, they must earn their way some how and the result is that salaries in many lines of business are lower



¶*Here we have a view of Sixteenth Street, Denver, looking down the highway. The tower of one department store may be seen in the distance*

¶Denver is somewhat of a Summer resort.

¶It not only clothes people in and near the city, but also visitors on their way into the mountains.

¶There are enough rich people and stylish dressers to force stores to carry up-to-the-minute styles.

¶But women throughout Colorado journey to Denver for their apparel, and a popular priced line is, accordingly, necessary. Then, too, there are the large numbers of health seekers who are compelled to earn their own way and can only afford the more medium prices.

¶Weather is so often out of season that clearance sales are necessary. Merchants are endeavoring to educate women who wait for the sales, by stressing style and style consciousness.

than in other cities of the same size and population.

Considering the picture we find that as a market for ready-to-wear, Denver is somewhat of a medley. There are enough rich people and stylish dressers in the city and among the visitors to force the Denver merchants to carry the latest in styles, and at prices commensurate with that style. The merchandising and display of garments must be according to the latest and most approved methods so that Eastern visitors may be duly impressed.

On the other hand, since it is the largest city, the people of Colorado expect to be able to get quality and style in the Denver shops where they cannot expect it in their own local shops owing to the size of their cities. And, owing to the moderate salaries paid in many lines of endeavor and the large number of health seekers who must make their money go as far as possible, merchandise must be offered at a price sometimes to stimulate business. The sources of earnings are extremely diversified and the source of customers likewise is diversified.

Climate Sets Seasons

The dividing lines between seasons are August 1st and February 1st. But climate is a vital factor in starting the seasons. It is the rule, rather than the exception, for the seasons to be off. When the dealers prepare for the offering of Summer attire, it is just as likely that the weather will remain cool for weeks afterwards, as that it will turn warm earlier than usual. This has resulted in a policy of forcing sales by reducing prices in the hopes that the stocks may be turned quickly and before the new merchandise comes in. Such conditions have led many people to await sales.

The merchants are endeavoring to get away from this by stressing style and creating more style consciousness.

Referring again to climatic conditions, Denver women always find wraps comfortable on Summer evenings. Furs and even heavy coats are acceptable, for the nights are always chilly, particularly in the mountain resorts in the Denver region and generally in Denver itself. The coat business, then, is fair all Summer long. Fur dealers, too, never lock their doors during the Summer season, as there is a constant demand for that type of merchandise.

Sustained Summer Sales

Generally speaking the women of Denver are somewhat conservative. They want to see the latest styles immediately they are announced, but they may hold off buying. This necessitates the merchants keeping abreast with the times, getting in the newest patterns and styles as quickly as any of the prominent style centers. There are enough women who demand the latest and will buy it quickly to warrant following an up-to-the-minute policy, but many of the dealers have gone a bit farther and, instead of buying heavily, buy often for the double purpose of demonstrating the latest and supplying those who want the latest immediately. Thus the demand is met with no danger of leftovers.

Owing to the large number of Denver people who travel abroad or visit the Winter resorts shortly after Christmas, many merchants have found it advisable to display Palm Beach wear immediately after Christmas, although the opening of the Spring and Summer season does not occur until in February. In addition to the residents who plan to travel, it is advantageous to show many of the latest styles before February owing to the annual stock show held in January. In connection with the stock show is the horse show, which brings forth the best dressed feminity in the Colorado region. The stock show is the one big state event that draws visitors from all parts of Colorado, as well as from adjoining states. Thousands of the visitors take occasion to shop at that time, and it is in January that most of the ready-to-wear dealers expect to reap a small harvest. *(Continued on page 36)*

THE COAT EXPERT

Creates Masterpieces in Coats

THE DRESS EXPERT

Creates the Unusual in Dresses

TOGETHER

They Create the Cleverest,
Smartest Ideas in

ENSEMBLES

the most perfect examples of which
are to be viewed in our showrooms
in the form of

COSTUME ENSEMBLES

embodying that perfection of line, faultless tailoring and inimitable styling which only masters of both the coat and the dress can achieve.

The Results We Display in Our Showrooms Were Produced Through the Concerted Efforts of

MAX LEVINE & CO.
Coat and Suit Creators

MELCO DRESSES
Dress Specialists

MELCO DRESSES

Sponsored by

MAX LEVINE & CO.

Lefcourt-State Building
1375 Broadway, at 37th Street
New York

Ready-to-Wear Sales in 1927

Federal Reserve District	Coats	Dresses	Misses' Dresses	Sports Wear	Furs	Negligees	Children's Wear	Infants' Wear	Basement Dep'ts
1 Boston	I	N	I	N	D	I	I	N	I
2 New York	D	D	N	N	N	N	N	N	N
3 Philadelphia	N	N	N	N	D	N	N	I	I
4 Cleveland	I	I	N	N	N	N	N	I	I
5 Richmond	N	N	N	I	D	I	I	I	N
6 Atlanta	N	I	N	N	N	N	N	N	I
7 Chicago	N	N	N	N	D	I	I	I	I
8 St. Louis	N	D	N	N	D	I	N	I	N
9 Minneapolis	(No adequate reports by departments)								
10 Kansas City	N	N	N	N	I	I	N	N	N
11 Dallas	N	N	N	I	N	N	N	N	I
12 San Francisco	N	N	N	I	N	I	I	N	I

(I—increase, D—decrease, N—no change)

Department Store Sales *Barely* Increased in 1927

NINETEEN TWENTY-SEVEN was just a fair year for department stores as far as sales volume is concerned.

A nominal increase in sales of slightly less than two per cent is the average gain recorded by 218 stores throughout the country in a preliminary "flash" report to the Controllers' Congress of the National Retail Dry Goods Association.

Fifty-five per cent of the reporting stores experienced an increase in sales, while 45 per cent did a smaller volume of business than in 1926. The aggregate sales volume represented by stores participating in the survey is in excess of $700,000,000.

Based upon a percentage of 100 as the volume of 1926, the stores in the twelve Federal Reserve districts did as follows:

Districts	*Large Stores Per cent*	*Small Stores Per cent*
1 New England	98.6	100.2
2 New York	100.2	101.3
3 Philadelphia	101.6	95.5
4 Cleveland	101.1	96.5
5 Richmond	100.5	118.5
6 Atlanta, except Florida	108.0	104.0
7 Chicago	105.3	99.4
8 St. Louis	102.7	105.3
9 Minneapolis, all stores	99.6	
10 Kansas City	103.0	98.6
11 Dallas	103.5	96.0
12 San Francisco	104.0	100.2
Florida	58.5	
Total Country, all stores		101.76

The Florida stores made a poor showing as compared with 1926, presumably as a result of the deflation of the Florida boom, but they did better in 1927 than in any year preceding the boom.

An analysis of the sales by departments showed

¶Reports by Federal Reserve Districts Show Gains in Basement Ready-to-Wear Departments and a Declining Business in Piece Goods

VALUES
OUR ONLY SALESMAN
VALUES

Did you know that—

ALL LININGS
IN OUR COATS
ARE
GUARANTEED
FOR
2 SEASONS'
WEAR

Buy where you buy with confidence. It's only dependable merchandise that can build an enduring business.

GORDON V. LYONS
VALUES. OUR ONLY SALESMAN
STOCK ALWAYS ON HAND — MANUFACTURER COATS — IMMEDIATE DELIVERIES

LEFCOURT-MARLBORO BLDG.
Broadway at 36th St., New York

When placing orders with Gordon V. Lyons, please mention NUGENTS—The Garment Weekly

that the ready-to-wear more than held its own during the past year. Substantial increases of sales were noted in various departments, notably the basement ready-to-wear departments, which showed gains in seven districts out of the twelve. These, and the gains of other departments, in all, 31, together with the decreases of which there were eight, five being of furs, are shown in the accompanying table. These gains and decreases are not in single stores, but are representative of the districts.

Incidentally it may be noted that sales of piece goods decreased in all districts except those of St. Louis and Minneapolis (there being no reports on the latter district). This is taken to indicate that home dressmaking did not increase during the year.

Commenting on the survey, the Controllers' Congress says: "From all the information reaching us, we believe the final figures for 1927 will show an increase in volume of two per cent, or slightly under. A great many stores, including the well managed stores, will probably show less profit in 1927 than in the preceding year, due to the fundamental changes in retailing that have come about, and which it takes a little time to absorb in an organization as complicated as a department store has become these days.

"In several departments the style trend toward simpler design has reduced the average unit price so that more transactions are handled without a corresponding increase in volume. *The widespread popular consciousness of style has resulted in more discriminating selection by the public, leaving poor buys on the shelves to be disposed of with great difficulty and at heavy markdowns.* This is being remedied rapidly by more scientific buying than ever before.

"Our recommendations to merchants is to gauge stocks according to the actual demands of the stores' customers, select with greater care and in smaller quantities. Keep the merchandise coming in throughout the year, and control by units rather than by dollars.

"The prospect of increasing the net by saving on markdowns is greater than attempting further decrease of expense, which has received attention so long and so seriously that it is down to about the lowest practicable figure to meet the demand of present day merchandising." (*Continued on page* 40)

Selling the Larger Woman

By Wilson B. Fiske

STOUT women find a haven of understanding and service at the Bailey Co. store, Cleveland, Ohio. There, in the third floor dress department, is featured an unusually large stock of large sizes displayed in a wide assortment of colors and styles at varied popular prices.

According to Mrs. F. Freeman, buyer of the dress department, the large woman wants the same styles and bright colors that the smaller woman can wear. It is an age of youth and youthful patterns for nearly all classes of trade and the Bailey Co. dress department carries a complete stock suitable for all occasions. The portly woman who finds difficulty in shopping at most stores, is an appreciative customer; if the store satisfies her particular need, she invariably comes back.

The best selling price range in large women's dresses at Bailey's is from $15 to $25, says Mrs. Freeman.

Stout sizes are advertised as a separate feature and yet in the store stock is interspersed on revolving hangers throughout the entire dress department with no apparent attempt to give the customer the impression that there is a separate department. Groupings are made on the floor, however, according to size and price. Thus, the salesladies can readily find any class of merchandise to fit the customer.

In advertising the stout dress line "You are never too stout to be stylish" is a widely used slogan of the store. The word *stout* is carefully avoided in advertising, but such descriptive phrases as *svelt line dresses* are employed and each ad mentions that the Bailey Co. specializes in larger women's apparel.

Style shows are offered to the public twice a year at Bailey's. These events draw a wide range of interested people to the dress department, many of whom become regular patrons. Pages, mixing through the crowd, take down the name and address of each visitor who is interested in large sizes. These addresses can be conveniently obtained at such a time and after the show is all over, the store adds such names to its mailing list. By repeating the process at each style show, the Bailey Co. has developed its list to sizeable proportions. Sales letters and other literature mailed to customers, it has been found, produce good results.

Adequate Advertising

Once a month, rotogravure advertisements featuring larger women's apparel are inserted in the Sunday edition of a local newspaper. In addition to this, various announcements regarding the available large size dresses are made from time to time through the papers.

Despite the fact that the department maintains a substantial stock of larger sizes, the rate of turnover is satisfactory and markdowns are exceedingly small by comparison with the smaller sizes, according to Mrs. Freeman.

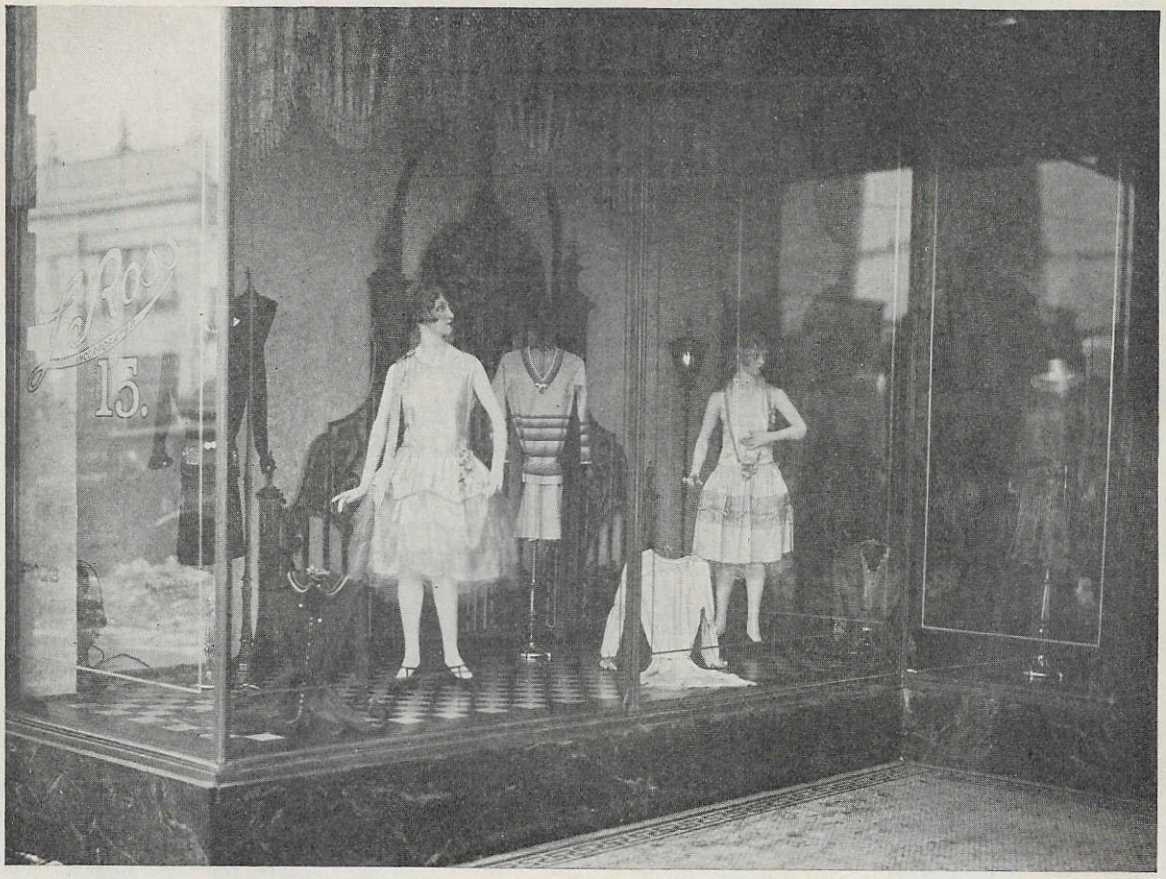
GRACELINE STOUT DRESS CO.

Hyman W. Ginsburg

GARMENT CENTER CAPITOL
498 SEVENTH AVE.
NEW YORK

By
Gwen
Wagner

¶ *Window display at L. Ross, one of Chicago's $15 dress shops. Note the artistic arrangement and the absence of any price markings, except on the window. This shop is located in a west side shopping center, about five miles from the "loop," Chicago's downtown shopping district. There are four such shops in the immediate neighborhood*



Inexpensive Dress Shops PROSPER in Chicago by *Featuring* STYLE at a NOMINAL PRICE

FIFTEEN dollar dress shops are popping up in Chicago almost with as much regularity as the Walgreen drug stores—than which there is no faster growing institution.

According to a cursory observation made by the business survey department of a Chicago daily newspaper, there are at least twice as many this year as there were last and more are being opened from time to time. One firm, which operates twenty of these shops, is said to be doing an annual business of three million dollars. And as for the rest, according to all indications, they are flourishing.

How do they do it? What's the merchandising method back of this amazing amount of business that is being done in $15 frocks?

Information gathered from various authoritative sources reveal the fact that the $15 dress shop depends upon these factors for its success: Style, fashionable presentation, wide distribution, a large volume of business and a (*Continued on page* 26)

There Are Big Things Now Going On Here!

$10.75 up

THE Style Dress Co. is featuring now the most sensational Dress line that has ever been presented at $10.75. In addition, we have added two other lines at $13.75 and $16.75 —which gives us the most complete and most comprehensive groups of Dresses that were ever displayed anywhere by one House.

PLEASE watch for our new Showing on January 25th, when we shall display our sensationally new "Mayflower Prints," which are to be sold exclusively by the Style Dress Co. (The name "Mayflower Prints" has been registered and copyrighted in the U. S. Patent Office at Washington.) All the leading Stores throughout the country have always enjoyed great success with "Style" Prints. So, make it a point to attend our "Print" Showing.

No. 6445

By means of fine vertical pleats and tiny horizontal tucks, this Georgette-Crepe Frock cleverly breaks up its silhouette into lines that are very becoming to the larger figure, yet modishly soft and youthful in effect. Sizes 38 to 48.

$10.75

THE LARGEST DRESS MANUFACTURERS IN THE WORLD

THE STYLE DRESS CO., INC.

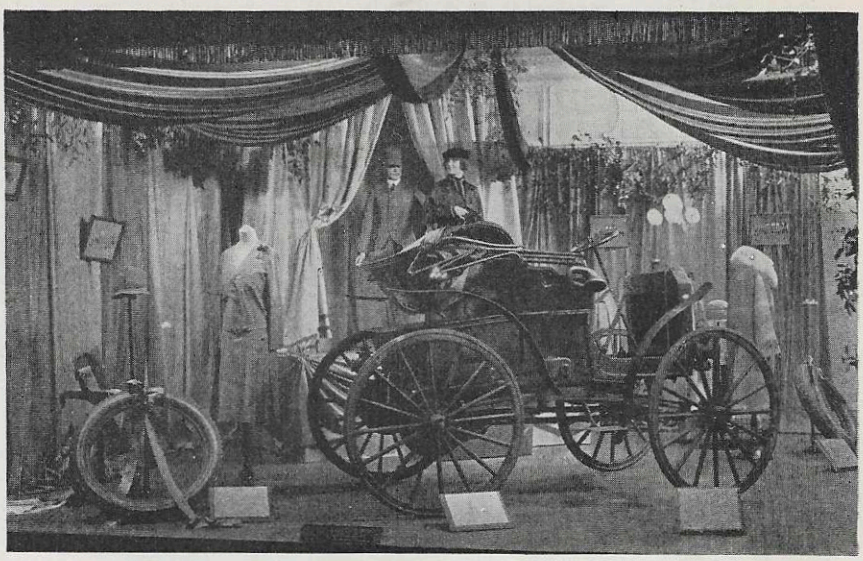
S. B. CASSIDY, PRES.

JUNIORS', MISSES' & WOMEN'S DRESSES

1385 BROADWAY

NEW YORK

When placing orders with The Style Dress Co., Inc., please mention NUGENTS—The Garment Weekly



¶ Great interest was manifested in this window of F. and R. Lazarus Co., Columbus, O., which linked up a showing of travel attire with the local automobile show in progress at the time. A model of the first motor carriage occupied the center of the window, back of which stood two manikins dressed in the smart motor costumes of the late nineties

small margin of profit on each garment which makes for rapid turnover.

Where is the economy in buying an expensive garment, so this type of customer reasons, if the material is going to outlast the style? True, the dress could be remodeled, but in nine cases out of ten the woman would rather put it aside and sacrifice the material than be bothered with having it altered to suit the prevailing mode.

And so the $15 dress thus makes its bid for fame. It is the last word in style and yet, by not paying an extravagant price for it the woman feels entirely justified in discarding it after it has served its purpose. The bugaboo of "having to wear it to get my money out of it" is removed.

The material is the best that has ever been used in this class of merchandise. The margin of profit is cut to the bone so that the material put into the $15 dress will give a reasonable amount of good service—considerably more than is commensurate with the cost of the garment. Quick turnover make this possible. It is the opinion of the $15 dress merchant that if a frock has style, it will sell. And the quicker the dress sells the lower it can be priced. A certain dress style is here today and gone tomorrow. The $15 frock is sold *today*, at a narrow margin of profit but with an enormous turnover.

Many Outlets

Which, of course, brings the subject around to the problem distribution.

Wide distribution is absolutely essential, so Chicago $15 dress dealers claim, to the successful merchandising of this type of dress. Glance at the advertisements of these shops in the daily newspapers and you will see, at the bottom of them, a list of branch shops scattered over the city. In Chicago, for example, there probably will be two or three located in each section of the city—north, south and west. (The loop, or the downtown section, is bounded on the east by the lake so that Chicago has no eastern section.) So far as can be determined, no concern operates less than four shops and one operates as many as twelve within the city and eight in other cities. Usually, more shops are added to the chain as quickly as suitable locations can be found.

One of the most important factors in merchandising the $15 frock is the method of presentation. It is this: The dresses are priced $15, but they must be made to look like $50!

Pass the windows of any of Chicago's $15 dress shops and you will note that they look like the windows of exclusive and likewise expensive establishments. Backgrounds are simple but elegant. The wax models on which the gowns are displayed are the finest that can be procured. Arrangement of the windows show the consummate skill of the expert. Color schemes are carefully worked out. Altogether, the $15 dress shop windows are distinctive, with that subtle mark of distinction usually accorded only the most expensive garment.

Interiors of these shops carry out the same idea. They are simply, but tastefully and elegantly furnished. Saleswomen are courteous, attentive. A customer is never urged to buy a frock. She is allowed to scan the dresses at will and to consume as much time in making her selection as though she were buying a high-priced garment.

Patronized by Well-to-Do

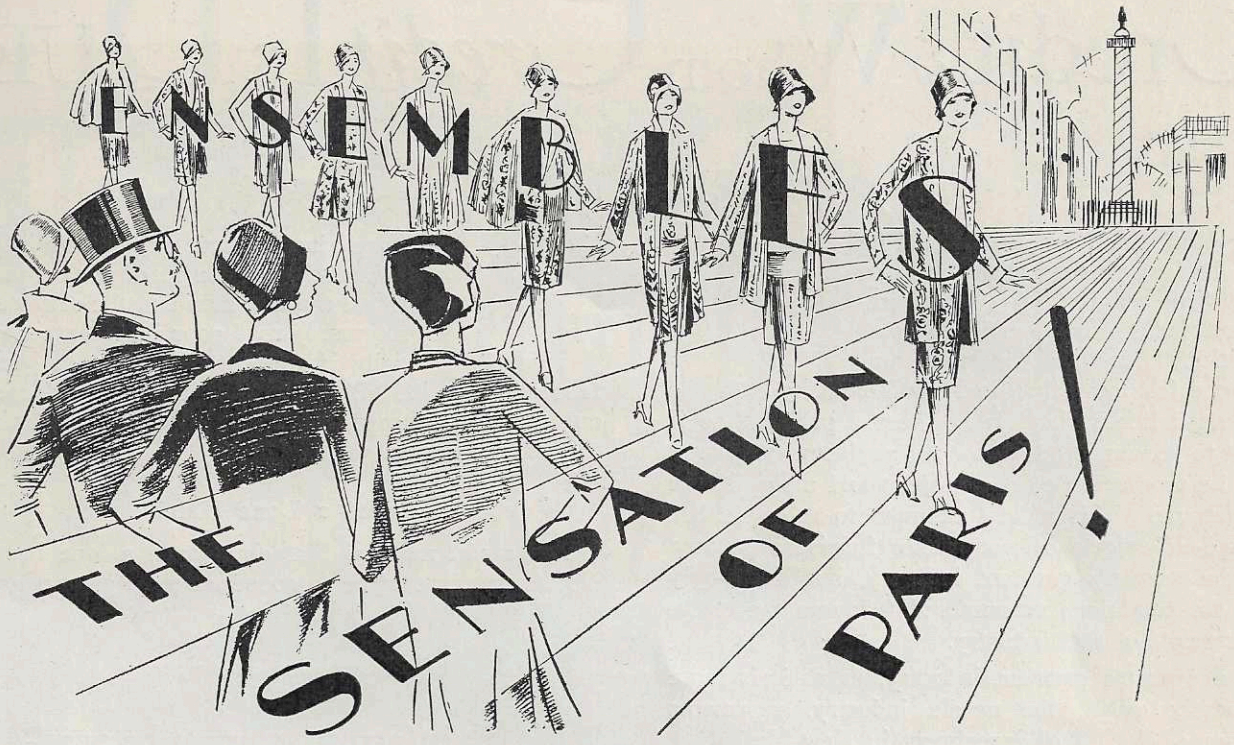
What class of women are patronizing the $15 dress shops? A casual checkup on several of the representative shops reveals the fact that any number of their patrons are women of means—women would could well afford to pay more for a dress. But the woman of means is often the conservative woman. She is aware that the material in an expensive garment often outwears the style. So she turns to the inexpensive dress whose style is up to the minute but which she discards without hesitation for something newer.

In advertising, these shops are seemingly little short of extravagant. They run half-page and quarter-page advertisements in the daily newspapers with practically the same regularity which characterizes the large establishments where women's dresses are sold at all prices.

Style is foremost in the $15 dress shop advertising, just as it is foremost in the dresses themselves. The price is not the featured item. True, it is printed in large type in a conspicuous place in the advertisement, such as, "$15 exclusively," but the advertisement invariably stresses the *style* of the frocks.

For example, here is a part of the reading matter in a recent advertise-

(*Continued on page* 56)



"PRINTED ENSEMBLES"

Developed in Styles for the Women of America!

A SEPARATE DRESS—A SEPARATE COAT

Featuring

The Newest Vogue in Prints and Plain Effects Combined with Prints

in

12 STYLES

Suitable for every Occasion

With that Variety of color and individuality of design which makes them Sure Fire Sellers.

$10.75 reg.

Sizes 16 to 40 only.

SHOWROOM ORDERS ONLY

PILLER BROS. & HERSCHEL Inc.

MAKERS OF

Knickerbocker Dresses

228 West 37th Street - - - New York

Knickerbocker Dress Bldg.

Credit to Whom Credit Is Due

By Jacob Marks
of T. Klipstein, Inc.

EVER since Eve adopted the fig leaf, women's garments and their making have been important factors in all civilized communities. Nowhere is this importance felt more than in New York City.

Woman herself has always been a problem, so it is not to be wondered at that the problem has passed into the production of her raiment and multiplied in the passing. This article attempts to solve neither the age-old enigma of woman nor furnish a panacea for the women's garment industry, but deals only with the conditions encountered today in the credit departments of that industry.

The women's garment industry, or as it is more frequently called, the needle industry, represents millions of dollars of investment in New York City alone. Of this investment great portions go into fixtures, leaseholds, advertising, selling expense, labor and materials. Great thought is given to all these items that have to do with manufacture and distribution and yet, although the entire success of the industry must depend upon the prompt payment of accounts receivable, only an infinitesimal portion of the investment of the industry and only a slight part of the thought expended upon it are represented by and in the credit department and its development.

Not so many years ago the number of credit men in the industry could be counted on the fingers of both hands, omitting the thumbs. Credits were checked by the bookkeeper, the salesman or a member of the firm, either individually or collectively,—sometimes with the assistance of a commercial agency, but more often without any outside help.

Then in the course of time it was found that the firm and the salesmen frequently used poor judgment, especially if the customer were a good fellow, so the job of checking the credit was passed on to the bookkeeper, who was dignified with the title of credit man.

Played a Lone Hand

The credit man of that era played a lone hand. No attempt was made to cooperate with competitors or with others in kindred lines. References were of doubtful value,—wherefore the need of some cooperation became apparent and means were taken to provide it. In consequence, there was formed a trade association for manufacturers only, which brought competitors into friendly contact with one another and made further progress possible; but it was many years before the value of whole-hearted cooperation was admitted and a credit department added to the association's other activities.

When such a credit department was finally installed, it was operated on the theory that if the members would clear their information through the association bureau, they would not need credit men or credit departments of their own; but since, as a matter of fact, not over ten per cent of the members had such departments, the bulk of the information collected came from bookkeepers and ledger clerks totally lacking in credit department training and experience. The information so furnished was often influenced or dictated by someone higher in authority and at its best was but a narration of ledger experience barren

> As the whole basis of credit is faith in the ability and honesty of the debtor, the granting of credit cannot be judged solely by ledger showings of the account. It is most vital that information of progress or the lack thereof be had.

> Credit information must be available when sought—not at a later time, as action cannot wait on research. Hence reputation, past performances, inventories and the exchange of information in advance of need must be ready for immediate use.

Reprint from The New York Credit-Men's Association Bulletin

Smart
SPORT COATS
Unusual fabrics
exclusive with us

ENSEMBLES and SUITS
Tailored-to-perfection

Youthful
DRESS COATS
that are
Different

of all other details which undoubtedly would have been furnished by a competent credit man. Further, the information was to a great extent unreliable, for often the informant was actuated by a desire to aid a friend or debtor.

As the industry became more complex, another trade association was formed for jobbers only and a credit department created which functioned independently for some years and then functioned in co-operation with the manufacturers' association credit department. Unfortunately, success failed to crown the efforts of the two interallied departments, so in

> New accounts must be looked into before they grow too large. This can only be properly done when the needed information has been made available in advance — and has been kept up-to-date by frequent checking of the debtor's dealings both at home and in the market.

the course of time the manufacturers' association dropped out, the jobbers' association discontinued its credit department and a new association was formed embracing both manufacturers and jobbers and with a credit department for both. This association credit department is more or less efficient.

During this period of association experimentation, a handful of credit men undertook to improve existing conditions on their own initiative, and for this purpose formed a club to whose membership were admitted none but credit men in the industry and kindred lines. At the meetings of this club, matters pertaining to members' customers were freely discussed as only credit men, unhampered by outside, biased and inexpert opinions and suggestions, can discuss such matters among themselves. The experiment was not only successful, but fruitful, for ere long other clubs operating along similar lines were organized and at this writing, about fourteen years after the organization of the first club, it and its followers are all operating successfully.

Job too Big for Clubs

There is, however, a spoke missing in the wheel of progress. While these clubs are all operating along similar lines, they cannot consolidate. Meetings can be held only at night, and with a large membership such as would result from consolidation, so many accounts would come up for discussion at each meeting that many days—possibly weeks would be required to dispose of them. Hence necessity limits the membership and, to like extent, the effectiveness of these clubs, and thus far no way has been found to clear an inquiry through all of them even when advantage might result therefrom, although within the last two months two of these clubs have arrange to cooperate.

It will now be seen that while the majority of the firms in the industry were and are committed to the association policy and operated generally with no credit departments of their own worthy name, the experienced credit men, realizing the importance and necessity of real co-operation, tried on their own account to improve conditions through the previously mentioned clubs. This was done usually without the assistance of the credit men's employers, and in many instances the expenses of club membership and maintenance were paid by the credit man out of his own pocket.

Checking System Established

In the meanwhile a reporting agency changed its policy and established a credit checking system which found considerable favor with many in the industry, particularly with those who preferred passing the buck to assuming responsibility. As a result, the phrases "ship your order," "decline your order" and so forth became by-words in the industry, but found little favor with the experienced credit men who like to know not only what they are doing, but why they are doing it.

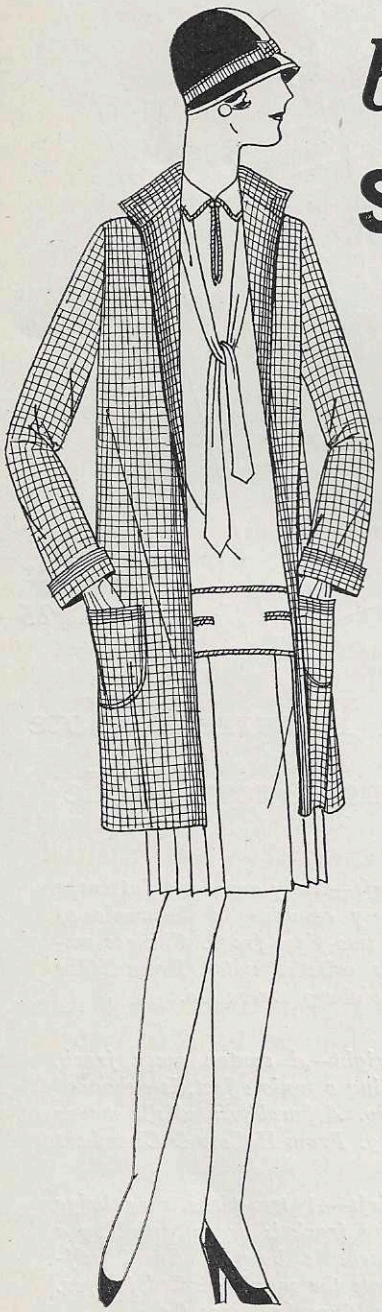
It must be admitted that to a certain extent this system of checking credits kept losses down, but to more than an equivalent extent lost business for the subscribers. The agency limited accounts as any credit man would, and when that limit was reached, further orders were declined; but as the majority of subscribers inflated and exaggerated their reports of orders received, and returns, cancellations and non-shipments were not reported, it often happened that the credit limit was reached on paper while in fact not over half the limit placed had been arrived at.

> Cancellations, returns and unjust claims figure in checking the desirability of an account when known, to an extent almost as great as the ability to pay because such items mean losses which often become staggering in a season.

Admittedly, a credit checking agency, as has been stated can keep losses down, as can also a trade association with a good credit department; but so can any credit man if he operates along the same lines. Unfortunately for him, he cannot do so for the following reasons, which, however, do not hamper credit agencies and trade associations. Though business may be poor, expenses go merrily on. Ladies' garments are seasonal and at times depreciate so rapidly as to make a bear market in Wall Street look bullish. In such crises the credit man must, to a large extent, cast credit customs and cautions to the wind. The stock

(*Continued on page* 44)

SERVING CRITERION RETAILERS EVERYWHERE!



because—

SHERR DRESSES

successfully meet the FASHION and SALES demand of

AMERICA'S GREATEST DRESS DEPARTMENTS

FROCKS and ENSEMBLES

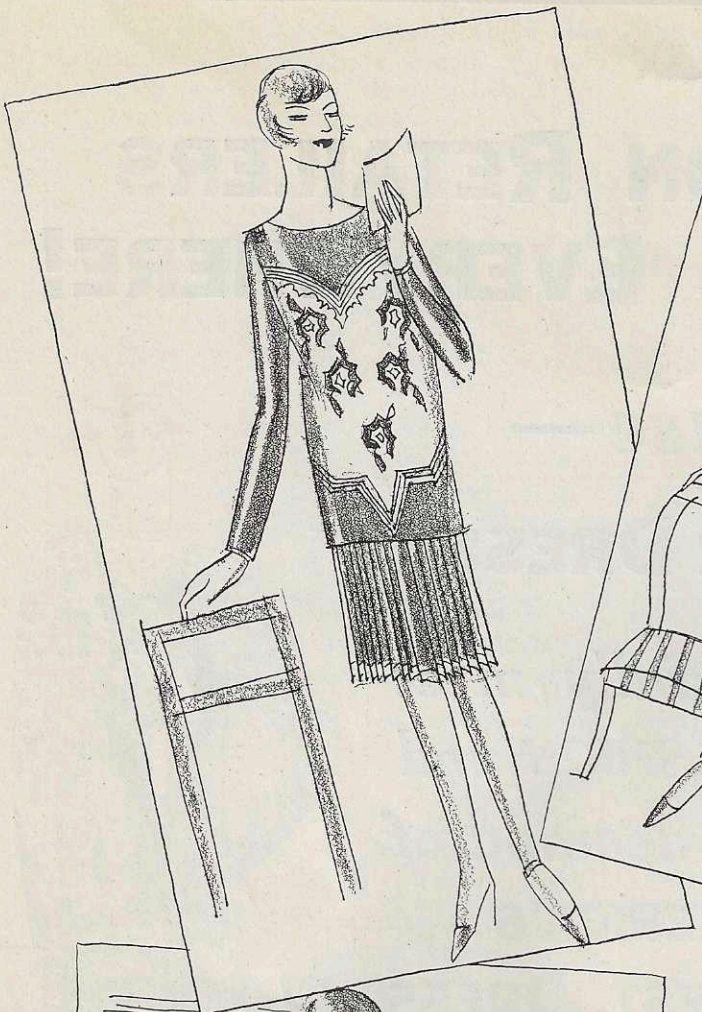
10 75

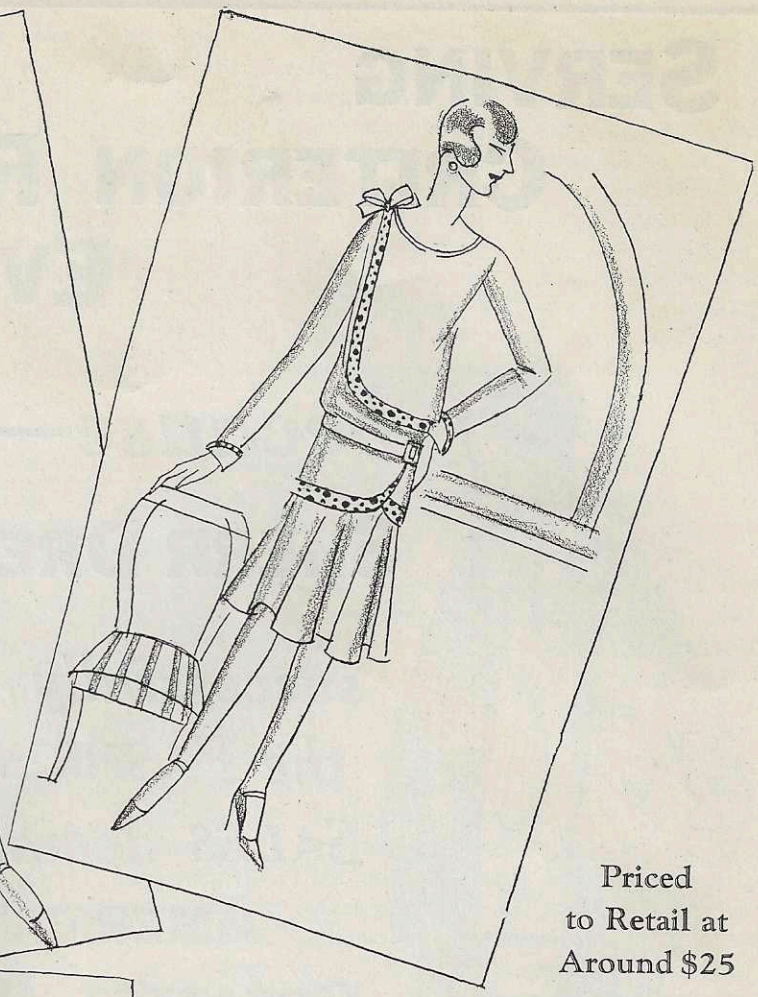
MISSES
JUNIORS

SHERR BROS
Dresses
501 Seventh Ave. at 37th St. New York

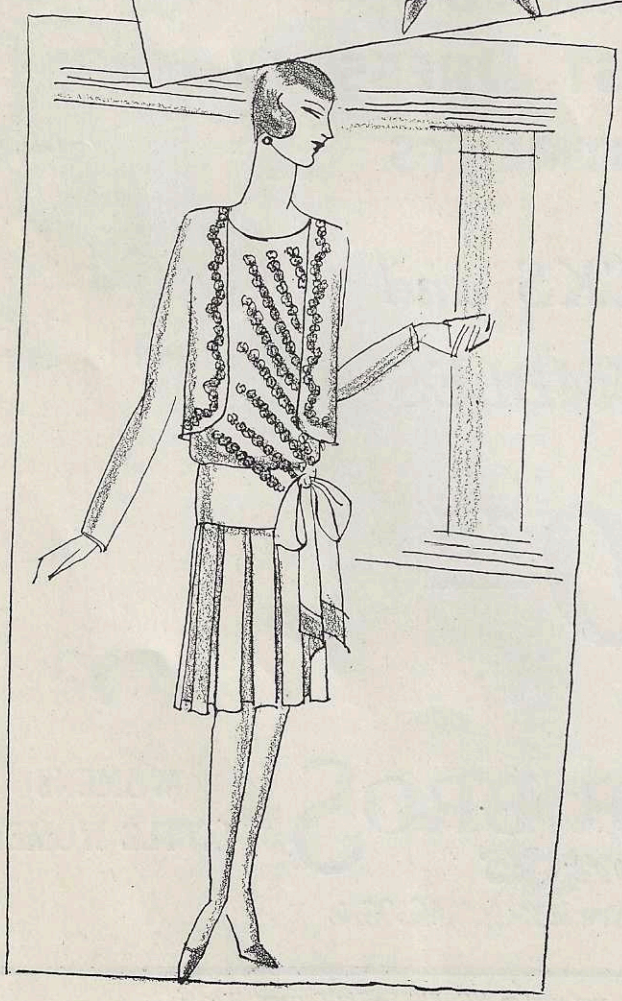
WOMENS
LITTLE WOMENS

When placing orders with Sherr Bros., please mention NUGENTS—The Garment Weekly





Priced to Retail at Around $25



Boleros a Recurrent Note in Spring Dress Mode

UPPER left—Navy and flesh flat crepe effectively combine in the tunic of this attractive two-piece frock. Chinese embroidery lends oriental note. From Mike Weinberg Dress Co.

UPPER right—A canton crepe frock, suggesting a tunic effect, is enhanced by a side bolero. A floral printed silk makes smart trimming. From Hollow & Chambart

LOWER left—A two-piece rose beige georgette frock is accompanied by a sleeveless detachable bolero. Small self-flowers elaborate the snugly girdled jumper. From Ansonia Dress Co.

These Illustrations Picture the Types of Spring Dresses Recommended in NUGENTS *Merchandising Calendar for Early Spring Presentation*

Mack Furer inc.
266 west 37th St.

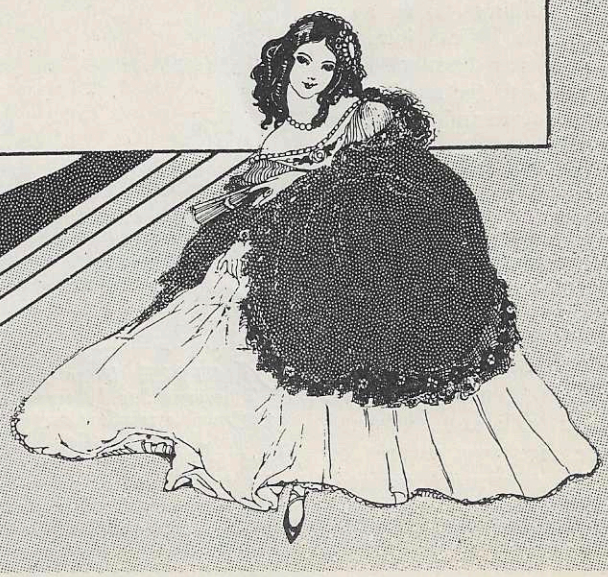
PRINTS

LONG COAT ENSEMBLES

THE MOST FASCINATING LINE OF YOUTHFUL FROCKS WE HAVE EVER SHOWN FOR THE SMART MISS... ORIGINAL IN EFFECT, RICH IN COLOR, A REVELATION OF WONDERFUL VALUE FOR SPRING... AT $10.75

NOTE OUR NEW ADDRESS

ORIGINATOR OF "WHAT THE WELL DRESSED MISS WILL WEAR"



When placing orders with Mack Furer, Inc., please mention NUGENTS—The Garment Weekly

Little Ideas That Went Over Big

How Stores in Other Cities Are Doing a Good Job in Sales Promotion and Business Management

Advertising a Promise Fulfilled

ON their eleventh anniversary, Kays, women's ready-to-wear shop of Allentown, Pa., ran an advertisement in the daily papers calling attention to the manner in which they had fulfilled the promises made at the time of their inception.

An advertisement which had featured the store's opening eleven years previously, was run on the same page as the anniversary ad reminding the readers of the firm's promise to give the public a different and a better store. Editorial matter emphasized the thoroughgoing fashion in which the promise had been fulfilled. The idea of comparing an ad of previous years with one of the present day to show the great progress the store has made in that period, proved in this case, to be a very profitable one.

Nearby Lake Reproduced in Window

A NEARBY lake at which many people spent a great deal of their spare time was reproduced in the window of one large department store, and attracted considerable attention. Most of the bays and islands and other points of interest were faithfully reproduced and even the roads marked.

Over in a corner of the window stood a miniature of the store from which delivery trucks were leaving for the lake, the idea being to visualize the store's preparedness to make deliveries every day to lake sections.

Co-operative Lounge

WHEN a new theatre was built next to the store of the M. W. Tanner Co., Saginaw, Mich., a portion of the store's property, adjacent to the theatre building was set apart and made into a ladies' lounging room with entrance doors into the theatre and also into the store, to be used by both the store and the theatre for that purpose.

This idea has proven very profitable to the store.

Changing Holiday Gifts

PERSONS receiving apparel Christmas gifts bearing the label of a certain specialty shop, were invited, in a newspaper ad, to bring them back and exchange them, if the size was wrong or something else was more desired. As a good-will builder, the idea went across wonderfully.

Displaying Their Sources of Supply

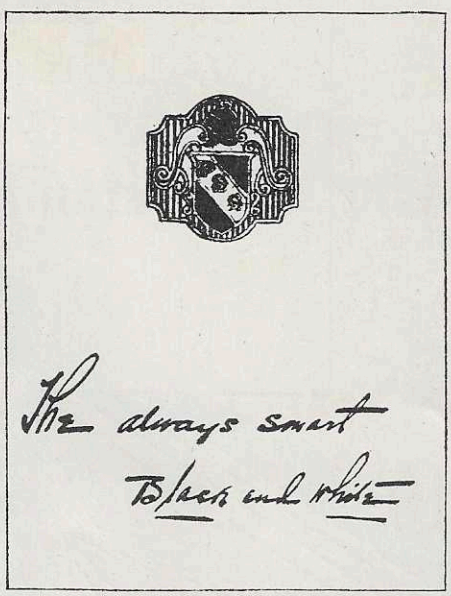
WHEN the Davison-Paxon Co., Atlanta, Ga., staged one of its sales, a huge map of the world was placed in the background of a display window. The principle markets of the world were marked so as to stand out prominently, and from each, ribbons were strung to various articles (shown in the window) manufactured in those countries.

Each of the various items was identified by a flag of the country where it was produced. Models of the R. H. Macy building, New York, and the Davison-Paxon store were included in the layout. The Macy Co. controls the local establishment, and the idea of emphasizing this was to show the wide scope of this organization's buying power.

"Raised Printing" Effective in Ads

THE style of printing known as "raised printing" has been successfully employed in the advertising of the Gano-Downs Co., of Denver, Col. The process consists of sprinkling dust over regular printing while the ink is still wet and then baking the resultant copy.

During a recent teachers' convention in their city, the Denver organization sent out cards of this type wishing the visitors a pleasant stay. The process has proven not only effective for general advertising, but is peculiarly adapted to folder announcements. Raised printing effects can be secured in a wide variety of colors.



A STORE letter head with a few words hastily scrawled on it serves as attractive window cards for the Perkins Sports Shop, Seattle, Wash. The firm label in black and gold set in a triangle of red at the top of a two-page letter head, with some style points written across the sheet, gives the entire affair an air of distinction

Emphasizing Accessories

AN idea used in a newspaper ad to emphasize the part played by accessories in the costume, might well be utilized in window displays also. Two figures, each wearing the same apparel but different accessories, were placed together. An attractive card pointed out the differences between the two outfits.

File These Ideas

RETAILERS who follow these pages constantly may accumulate a valuable file of live merchandising stunts if they will assort these items under such headings as "Advertising," "Brideswear Promotion," "Charge Accounts," "Children's Department," "Style Shows," "Personnel Methods," etc.

No. 2315 — Novelty Sports Suit of Tan Tweed **$16.75**

No. 2025 — Mannish Sports Coat of Tan Fancy Tweed ... **$16.75**

No. 2103 — Dress Coat of Tan Yalama Cloth. Collar of Brown Tipped French Beaver..... **$39.75**

No. 2322 — Sports Suit of Tan Fancy Tweed **$13.75**

No. 2316 — Single-breasted Suit of Navy Twill Cord.. **$19.75**

THE "Palmer GARMENT"

These Smart Styles and Hundreds of Others

provide an almost unlimited selection of Coats, Suits, and Ensembles for garment buyers who visit our showrooms.

Coats $10.75 to $69.50

Suits $10.75 to $29.75

Ensembles $16.75 to $59.50

Percival B. Palmer Co.

Makers of the "Palmer Garment" for Women, Little Women, Misses and Children.

367 West Adams Street -- Chicago, Ill.

ORIGINAL CREATIONS

DANCE FROCKS
$16.75 TO $29.50

BRIDAL GOWNS
UP TO $69.50

GRADUATION DRESSES
$10.75 UP

A Line of Quality

Merry Maid
252 W. 37th ST.,
New York

COATS

Now in
Our New Home

Where We Are
Showing
Our Second Line

COATS
AND
SUITS
For Spring

in all wanted materials, colors and Furs

$16.75 to $29.50

We can now serve you better than ever.

GREENHOLTZ & BERNSTEIN
545-51 8th Ave., N. Y.
Chickering 2175

Ready-to-Wear Markets — *Denver*

(*Continued from page* 18)

Style shows get attention, it is said, but are not prolific of big business. From the standpoint of results, the private or exclusive showing, sells the most goods, hence many of the dealers are getting away from the public style show idea. This probably accounts for the reason that the seasonable openings of retailers do not purposely synchronize. At least, there is no general opening on a specified date; openings are spread over a week or ten days.

Thus far the parking problem has not driven much of the ready-to-wear trade outside of the main shopping district. Neighborhood stores, as far as women's wear is concerned, have not become important. Women, say the dealers, will suffer many inconveniences to patronize stores where they expect to obtain style and quality merchandise. Thus, if the parking ordinances, which permit an hour's parking in the main retail district, prove a hardship, the women will leave their cars at home, ride the street cars to the shopping district to get what they want. In fact there are very few women's shops outside of the main business district.

There is a rather interesting sidelight upon the parking problem, as explained by the manager of one ready-to-wear shop. She declares that many women drop in, look over the merchandise, and, if they are not in the mood to buy, will declare that they must leave and move their cars but will return immediately afterwards. Many of them fail to keep their promises.

The high class specialty shops are concentrated around the various department stores.

How Sales Are Divided

Based on an annual volume of $12,000,000, the sales of the four classes of ready-to-wear are in the following percentages: — Outerwear (dresses and coats), 66½ per cent; Hosiery, 11 per cent; Underwear, 14½ per cent; Furs, 8 per cent.

Considering outerwear first and analyzing the sales it is interesting to note that the department stores sell less than half of it. A recent survey showed that in 1926—

Six department stores sold $3,453,300 worth of coats and dresses;

Thirty women's specialty shops sold $4,165,400;

Six dry goods and notions stores sold $239,900;

Five men's stores sold $50,500.

Total sales through 47 outlets, $7,909,100, in the year.

In hosiery: 6 department stores sold $920,400; 18 women's shops sold $377,000; 10 shoe stores sold $54,200; 8 men's shops sold $15,100; 10 dry goods and notions stores sold $52,400. Total, $1,419,100 through 52 outlets.

Fur sales were as follows: 14 fur shops sold $474,500, 6 department stores sold $300,700, 3 unclassified stores sold $187,300. Total, $962,500 through 23 outlets.

Sales of underwear were as follows: 6 department stores sold, $1,269,100; 5 men's shops sold, $6,000; 18 women's stores sold, $384,200; 11 dry goods and notion stores sold, $91,300. Total for 40 outlets amounted to $1,750,600.

Based upon a population of 285,000 the people of Denver spent 7.81 per cent of every dollar spent for retail merchandise to purchase women's ready-to-wear.

Better Trend Noticed

The specialty shop, as we have seen from the amount of ready-to-wear it sells in comparison to that sold by department stores, is a vital factor in Denver merchandising. There is a tendency to increase the number of high class specialty shops and to a decrease in the so-called "junk shop", with a general net increase in specialty shops of all kinds indicated. No explanation for this condition is forthcoming.

It was related, however, that the turn-over in the department stores was much more rapid than in the specialty shops with prices in the department store much less. As one buyer asserted, many women and girls buy new dresses every three or four weeks and pay popular prices. Other women patronize the specialty shops, pay high prices and buy less frequently. However, they all want style even in the cheaper merchandise.

Home dressmaking is decreasing and is not a vital factor as may be seen from the survey which divulged that not quite $2,000,000 were spent for piece goods of all kinds compared to nearly $8,000,000 for outerwear. Of the two million spent for piece goods, only a small portion went into women's dresses.

The Denver newspapers report that approximately eight per cent of their total local advertising deals with women's apparel

Merchants aver that each year

(*Continued on page* 38)

MIKE KAPLAN DRESSES INC.

$10.75

A Dress Line That Hurdles the Barrier of PRICE

Never have such dresses been presented for

The MISS — ***The*** JUNIOR — ***The*** LITTLE WOMAN

Mike Kaplan having severed his former partnership with Sunny Maid Dress Co. where he was stylist and production man—utilizes his vast and valuable experience now in the designing of his own line.

The first showing of this new dress organization is an amazing revelation of what can be done by an organization aiming for popular price leadership. **$10.75**

MIKE KAPLAN DRESSES
INC.

212 West 35th St., N. Y. C.

A. Margules
212 West 35th St
New York

HAND-TAILORED
SUITS
TWILL CORDS
HAIRLINES
OXFORDS
COVERTS
$16.75
COATS
Exceptionally Good Values
$16.75 to $49.75

Better Grade
COATS

ENSEMBLES
embodying the newest ideas
Short SUITS Long
in the best mode
—and, of course
COATS
of G. L. G. Standards
Styles of Individuality
Moderately Priced
GLG
GARMENT CO.
265 W. 37th St., N. Y. C.

INSPECTION INVITED
COATS
for Spring
Smartest Models
Demanded Materials
Now Showing
$16.75 to $29.75
POLLER-BAUMAN & CO.
463 Seventh Ave., New York
Chicago Office
Wm. Solomon & Bros., 318 W. Adams St.
Cleveland Office
Berks, 2104 Superior Ave.

Distributors to Meet

A call for a national wholesalers' conference, to be held at Washington, February 14 and 15, for the purpose of determining what part wholesaling plays in the changing economy of distribution, has been issued by the Department of Domestic Distribution of the Chamber of Commerce of the United States.

W. M. G. House, president of the Johnston & Larimer Dry Goods Co., Wichita, Kan., and president of the National Wholesale Dry Goods Association, chairman of the Committee on Domestic Distribution of the National Chamber, will act as chairman of the conference. In a statement of the purposes of the conference, the chairman describes wholesaling as a dark spot in the distribution.

'There is uncertainty concerning the exact situation in the wholesale field at this time," he says. "During the past ten years the wholesale situation has been deeply affected by many developments, — increased production, chain store growth, mail order houses, department store sales, direct selling. These forces have reacted differently upon different sections of wholesale trade."

Some of the various questions which may be considered, according to Alvin E. Dodd, manager of the Department of Domestic Distribution of the National Chamber, who will have charge of the conference, are:

What are the essential wholesale functions? How are they being performed today? What is the status and effect of group buying, private brands, and other developments, in different lines of business?

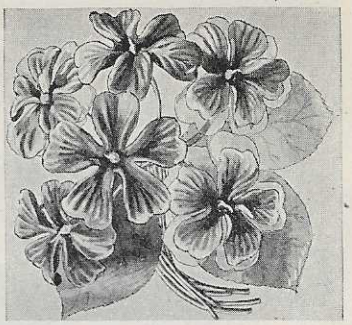
Market Studies

(*Continued from page* 36)

shows an increase in style consciousness among the Denver women. They are cultivating that as rapidly as they can and there has been a remarkable improvement in the past five years.

In conclusion, Denver serves several states in whole or in part in stylish ready-to-wear, hence the dealers must and do carry the latest modes. The immediate population is mixed so that style and quality are absolutely necessary to satisfy a portion of the women; and price, with style and not so much quality is required to satisfy thousands of others.

H. P. Selman, formerly buyer of coats, suits and furs for Crowley, Milner & Co., Detroit, has been promoted to merchandise manager of all women's ready-to-wear departments of the same store.



A Wonder Coat Flower at a Wonder Price
N3176—New Plush and Chiffon Geranium cleverly shaded and branched, in six of the new and wanted colors. Price per dozen—$4.50. Order this Popular Flower and send for other Novelty Coat and Dress Flowers.

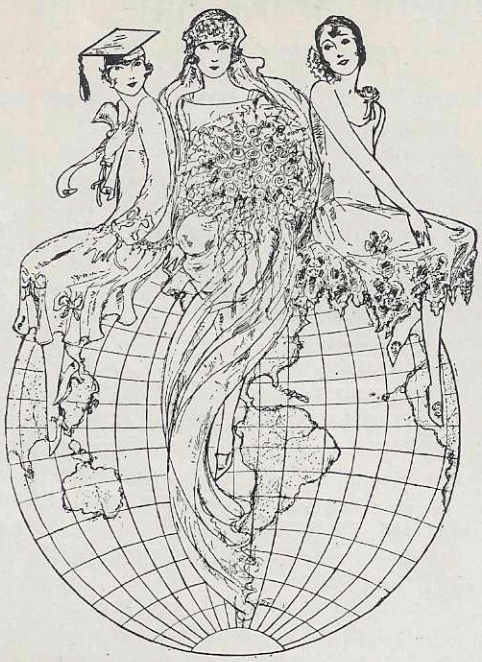
SPIEGEL BROTHERS.
IMPORTERS
FLOWERS AND NOVELTIES
300
West Adams
Street
MAIN and SECOND FLOORS
CHICAGO
OUR NEW
LOCATION
AFTER
FEBRUARY 1st.
For your convenience

?
Are you seeking to buy or sell a Business Interest, a Connection or a Business Service?
Bring your desires before the ENTIRE TRADE!
Address the
Classified Advertising Manager
1225 BROADWAY, NEW YORK
Nugents
The Garment Weekly

SUPREME VALUES
to make your store Supreme!

	Sizes
Women's Dresses.....38	to 50
Little Women's Dresses.16½	to 28½
Super Stouts.....52	to 60

$10.75
Special Dept. $6.75 Women's Dresses Only Sizes 38 to 50
Supreme Dress Co.
463 Seventh Ave., N. Y.



GRADUATION

DANCE FROCKS
WEDDING DRESSES

In Whites and Pastel Shades Featuring

CHIFFON TAFFETA

GEORGETTES—FLOWERED PRINTS

And the Season's Newest Fabrics

$10.75 $13.75 $16.75

IMMEDIATE DELIVERY

The Greatest VALUES in the MARKET

J. Frank Sons Co. Inc.
BRIDAL VEILS & WREATHS
DANCE WEDDING EASTERN STAR GRADUATION DRESSES

242 to 252 West 36th St. New York

"Ask those who handle our merchandise"

The Greatest VARIETY of STYLES

When placing orders with I. Frank Sons Co., Inc., please mention NUGENTS—The Garment Weekly

Department Store Sales in 1927

(Continued from page 22)

Business conditions as the merchants in the various Federal Reserve districts see them are reflected in the following comments:

From New England—"Outlook good" . . . "Will have good business if we deserve it" . . . "It will not be a year of easy selling" . . . "We are not optimistic." . . . "Conditions are spotty. Outlook as good as 1927."

From New York State—"Anticipate consistently good year; plan purchases and expenses on basis of 1297." . . . "Deposits in local banks show 25 per cent increase over last year. Present deposits equal to $274 per capita. We expect a normal 1928." . . . "Prospects generally good." . . . "Outlook is a steady, but small gain."

From Philadelphia—"Production in Anthracite district not over 75 per cent of normal." . . . "High priced lines slow, low priced lines better in 1927; we believe business in 1928 will be about the same." . . . "Rail equipment orders in central Pennsylvania district will have a stimulating effect, at present there is depression." . . . "We are selling more yards of goods to make dresses, but the cash amounts to less as the merchandise is lower in price."

From Cleveland—"Outlook for 1928 is a little better than for 1927. Surplus of goods not consumed." . . . "We are planning a 3 per cent increase the first six months of 1928. Do not expect to reduce stocks much." . . . "We plan no increases, but are buying on last year's figures." . . . "Will endeavor to operate on less stocks, with same volume as 1927. Expense control is going to get plenty of attention." . . . "Outlook for 1928 is same as for 1927."

From Richmond—"Six months is as far as we want to plan ahead, and we will match 1927. Careful buying and not speculation, and more work on the part of executives, is our policy." . . . "There are no unfavorable conditions in sight." . . . "We are looking forward to a substantial increase in the last half of 1928." . . . "Outlook is very good in our section. We are advocates of buying light and often."

From Atlanta—"1928 looks very similar to 1927." . . . "Outlook is very good at present, we are planning to better 1927."

From Chicago—"Stocks should be held at about the same level as last year, as the indications are that the business will be about as good." . . . "Our losses last year were in the last few months. Business has recently improved. We plan current buying and conservatism in general even more than last year." . . . "We are planning for the first six months an average increase of about 10 per cent." . . . "Our store will go ahead in 1928 by 10 per cent. We are confident of this in view of the fact that the year just closed was the seventh consecutive year to go ahead." . . . "Increase in 1928 is possible to the store that develops its selling methods. The public demand is for newness and stores must merchandise along these lines." . . . "We are basing our 1928 figures on 1926, as we do not believe that our 7 per cent loss in 1927 need be repeated." . . . "We expect to drive for more business through more inten-

(Continued on page 42)

In the Spotlight of Fashion!

Misses' and Women's

Dresses

$6.75

Just the kind of dresses your customers will be demanding during February. Charming new styles styles and colors.

Specializing assures you values

on the racks

SUMRAY DRESS CO.

252 West 38th St., New York

Smart Frocks

for the

Teens & Twenties

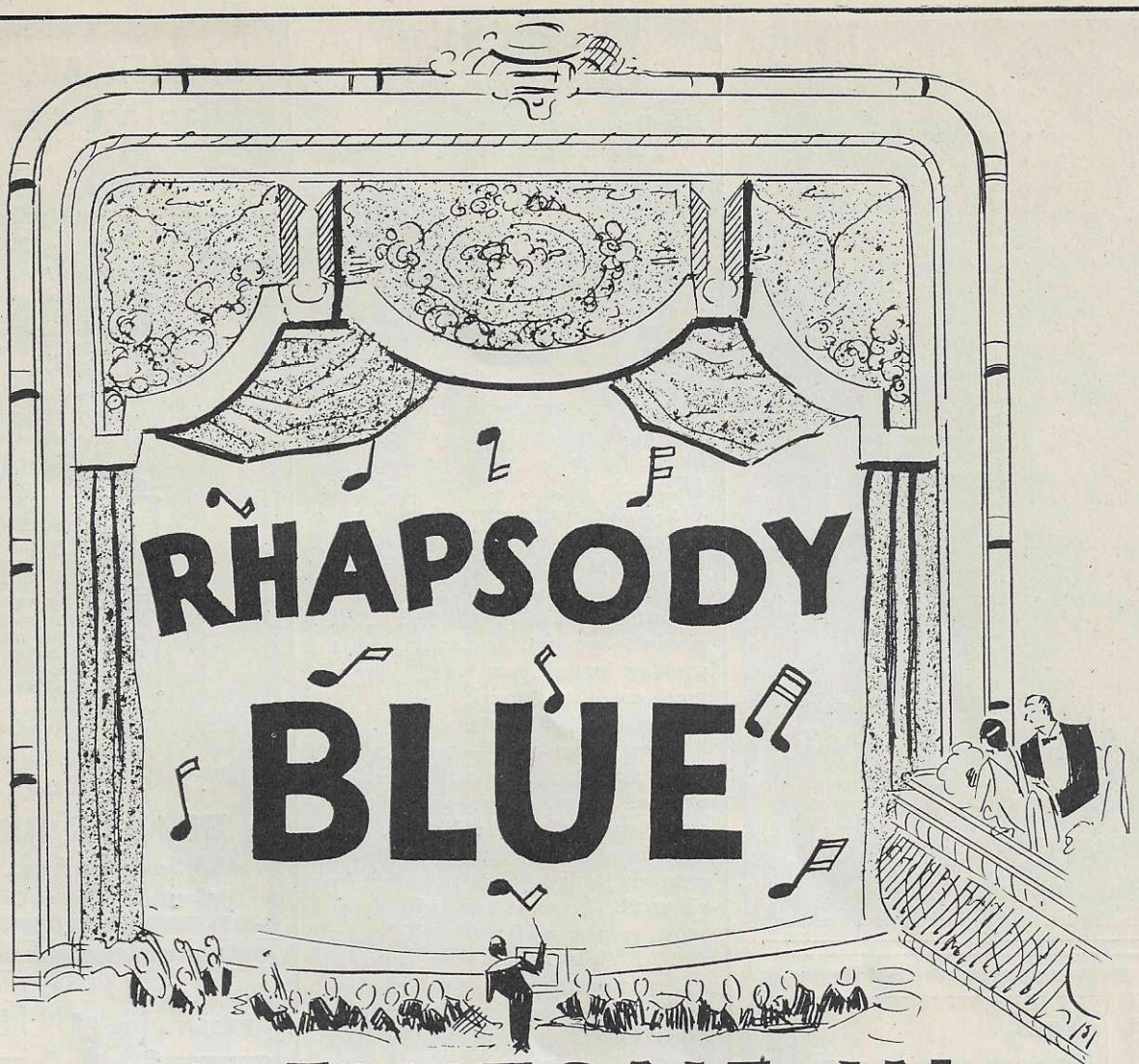
featured in styles with a youthful swirl

CREPE ROUMAINES
HEAVY FLAT CREPES
NEW PRINTS

Junior & Youthful Women's Dresses $6.75

POSNER DRESS CO

501 Seventh Ave. N.Y.C.



A NEW TONE IN DRESSES

of FLAT CREPE *and* GEORGETTE

SIZES 14-20 **$6.75** SIZES 16-42

LIDZ-ALPER CORP.

463 SEVENTH AVE. NEW YORK

When placing orders with Lidz-Alper Corp., please mention NUGENTS—The Garment Weekly

"Fairlady" Smart Frocks for Wedding Graduation Dance and Lodge

PRICED FROM $10.75 TO $49.50

EST. 1902

B. Schneider & Son

Lefcourt-Marlboro Bldg.
Broadway at 36th Street
New York

See

DIXIE

NOW SHOWING

The Greatest Values in

$6.75

FLAT CREPE AND GEORGETTE DRESSES IN New York Sizes—14 to 48

DIXIE DRESSES

INCORPORATED

249 West 35th St.
NEW YORK
Penn 3311

Retail Sales

(Continued from page 40)

sive direct advertising in 1928." . . . "We are in a fair size city (Indiana) with several factories and a rich farming community. We handle only good lines of merchandise and believe the people here are going to this class of goods. There are several cheap stores in this city and they are having a hard time. Our business is the best we have had since 1922."

From St. Louis—"More profitable business in 1927 than in 1926. Plans for 1928 anticipate 5 to 8 per cent increase over last year for first half." (Kentucky) . . . "Outlook good. We just closed 1927 with a gain of 27 per cent." (So. Indiana) . . .

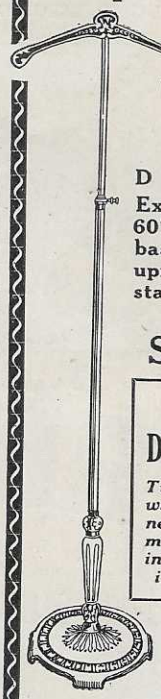
From Minneapolis—"The year in our section, the Twin Cities, will be about the same as 1927." . . . "In general, prospects would indicate possibly better than 1927. Agricultural conditions good, lumber poor, mining fair." (Montana.)

From Kansas City—"1928 looks as good as 1927, but no better. In expense reduction we expect to increase our profit somewhat." . . . "We expect to do a conservative increase in business during the first half of 1928. Second half will depend upon crop conditions." (Nebraska) . . . "First six months outlook is an improvement of same period of last year. We believe that retailers must stress the style features of merchandise." (Kansas.)

From Dallas—"Made a nice gain in the Fall, with December 10 per cent over last year. Conditions here indicate good increase for six months." . . . . "While sales were off somewhat, the results were satisfactory. We expect to buy lightly during first six months as farming conditions are very poor in this immediate locality." (South Texas) . . . "We have reduced our markdowns 20 per cent. This year will show a better sales volume than the last two years. We are planning to keep complete assortments in stock. 'Volume at the expense of profit' will not be a slogan with this store." (Central Texas.)

From San Francisco—"Based on the outlook for 1928 in the San Francisco Bay district, we plan an increase in our markup, a 10 per cent increase in volume and more profit." . . . "1928 should be about even with 1927. In budgeting expenses, 1926 should be used as a guide, because in the majority of cases we feel that 1927 expenses have been high, particularly advertising. Transactions have increased faster than volume, and it took 1927 to teach us how to handle it" . . .

BRAGER BROTHERS
Display Fixtures



Weekly Special
No. 200
"Quadro," All Bronze
DRESS STAND
Extends from 30" to 60". Highly ornamental base and top. Reeded uprights. A handsome stand at a low price.
Regular $8.00
Special $7.00

See the
Display Exposition
Twelve beautiful show windows presenting the newest ideas in display methods and the latest in display fixtures. See it in our showrooms.

Send for Latest Catalog

BRAGER BROS.
498 Seventh Ave., N. Y.
Garment Center Capitol

Combination PRINTS
ALL COLORS
$10.75
DRESSES
ENSEMBLES
$10.75
ALL SIZES
ALL WINNERS

Ready to Ship
JESSE HOFFMAN, Inc.
463 7th AVE., N. Y.
All Dresses Made on Our Premises

FOR ENSEMBLES
See
Peerless
Makers of Ensembles Since 1923
$10.75 to $16.75
PEERLESS DRESS CO.
463 Seventh Ave., N. Y.
Chicago Stockroom: 226 So. Market St.

WOMEN'S & STOUT DRESSES

It's The Merchandise That Counts!

The moment you enter our doors, you come face to face with that unbeatable combination — superior materials, clean workmanship, salable styles and low price.

Whether it's in our line of

LITTLE WOMEN'S DRESSES

or in our high powered line for

WOMEN AND STOUTS

the values are impressive and assure you of quick, profitable selling.

16½ to 28½ — 40 to 50

42½ to 52½ — 50 to 60

All at **$10.75**

Immediate Delivery

RIBNER DRESS CO.

462 - 7th AVE., N.Y

STOCKHOUSES

S. P. GREENBERG
508 Transportation Bldg.
Los Angeles, Calif.

HERSKOWITZ BROS. & SPITZER
117 W. 2nd St.
Oklahoma City, Okla.

KAPLAN & CO.
1115 Commerce St.
Dallas, Tex.

SALZMAN BROS.
318 W. Baltimore St.
Baltimore, Md.

NATE SUSSMAN
1210 Washington Ave.
St. Louis, Mo.

GUGGENHEIM & THORMAN
2125 Superior Ave.
Cleveland, Ohio

When placing orders with Ribner Dress Co., please mention NUGENTS—The Garment Weekly

DICK SHILL INC.
$6.75 DRESSES
FOR JUNIORS AND MISSES
SPECIAL GROUP OF SIX
TAFFETAS
Best Values in the Market!
"The Most $6.75 Can Buy"
LEFCOURT-MARLBORO BLDG.
Broadway at 36th St., N. Y.
Every Dress Cut in Our Own Factory

Featuring a Group of
ENSEMBLES
at
$13.75 and $10.75
Whose styling, fabrics, and coloring are a distinct achievement
JACK STOLKIN, INC.
226 West 37th St.

FOR
ENSEMBLES
See
Peerless
Makers of Ensembles Since 1923
$10.75 to $16.75
PEERLESS DRESS CO.
463 Seventh Ave., N. Y.
Chicago Stockroom: 226 So. Market St.

Party, Dance and Graduation
DRESSES
Ready for Delivery
Sizes 14 to 38
$10.75 and $16.50
The Smartest Frocks
The Greatest Value
CREPE ROMAINE
NOVELTY SILKS
TAFFETAS GEORGETTES
RUTH FROCKS
520 Eighth Ave., N. Y.
Louis Sonn Sales Manager

Credit

(*Continued from page 30*)

must be moved and moved quickly, which is a consideration neither the checking agency nor the trade association must contend with, as they have no stock of merchandise to clear. The credit man, unlike the association, must take either a possible loss on a possibly bad debt or a certain loss on a decidedly depreciated stock.

It has been stated that there is no basis of complete cooperation among the various credit men's clubs, which is inconvenient but not so serious as it may appear, for a determined credit man can always manage to find out what the members of clubs other than his own are doing. This does not apply to the different associations in our own and kindred trades. While the associations struggle along with such credit information as they may be able to secure from their own members to the exclusion of all others, the weakness of this method of operation and lack of cooperation becomes serious in their handling of bankruptcies and other ills to which debtors are subject. In fact, it often happens that associations will not work together, although they all have members interested in the same matter. The fact that each association has its own manager and its own attorneys may account for some of the lack of cooperation.

Announcement has been made by A. D. Rezits, merchandise manager of the ready-to-wear department of Kline Bros., chain department stores, as follows: On Mondays, Tuesdays and Saturdays, we do not look at samples, but interview manufacturers and salesmen from 8:30 to 10 A. M. On Wednesdays at these hours, we look at samples of dresses from $10.75 to $16.75, and coats from $16.75 to $39.50, also suits at $16.75 only. On Thursdays at same hours, we look at $6.75 dresses, and at coats and suits from $10.75 to $13.75, and on Fridays, $3.75 dresses, $6.75 coats and suits, and children's coats in all price ranges.

Clay Myers, merchandise manager of Joseph Horne Co. of Pittsburgh, Pa., in a recent address to the Designers' Mutual Aid Association, in a meeting sponsored by the Garment Retailers of America, for the purpose of encouraging the five-season year, made a plea for more attention to matron merchandise. Mr. Myers claims that too little attention is paid to the styling of garments for women who wear clothes in sizes above 38.

R. Hayman, formerly with Schwartz Bros. department store of Johnstown, Pa., has been appointed manager of ready-to-wear at the M. Hene store of Muncie, Ind.

$3.75 DRESSES $6.75
New York's Best Values
Heavy Weighted Flat Crepes, found only in higher-priced dresses
Misses - Women - Stouts
Send for Samples or better still, See them
M. SCHWARTZ
263 West 38th Street, New York

STERN-IMBREY Co.
GEORGETTE DRESSES
for Afternoon Wear
for the
JUNIOR and MISS
Immediate Delivery
$10.75
1359 Broadway, N.Y.C.
Lefcourt-Marlboro Bldg.

New York's Leading Flower House
Every Kind on Floor for Immediate Delivery for COAT AND DRESS TRADE
Special Dept. for making flowers of your own material

Charles J. Levy Co.
29-31-33 W. 36th St., N. Y.,
Phone Wisconsin 8690

JOBBERS
LARGE USERS
Spring Line
COATS—SUITS
Juniors — Miss
Little Women
Immediate Delivery
OUR NEW HOME
FEUER, RUBMAN & STEINBERG
266-268 W. 37th, N. Y.

FROM MAINE *to* NEW ZEALAND

SUCCESSFUL retail merchants for the past 26 years have found this organization a ready and profitable source of supply for Formal Wear.

Confirmation Dresses
Installation Dresses
Graduation Dresses
Wedding Dresses

Party and Dance Frocks
Dinner and Evening Gowns

Priced from $10.75 *up*

ISN'T it reasonable to assume, Mr. Retailer, that if we have supplied the total wants of thousands of successful merchants over a period of a quarter of a century, we might have something for you? Let a visit to our show-rooms convince you.

Every Georgette Dress with a Crepe de Chine Slip

GEORGE JACOBSON
237 WEST 35th STREET, NEW YORK

BOSTON STOCKROOM
600 Washington Street

CHICAGO STOCKROOM
Henry Schneider & Co.
134 So. Market Street

34TH YEAR OF JOROCO DRESSES PROGRESS

34 YEARS YOUNG

GRANDDAUGHTERS of women who bought the first JOSEPH ROSENBERG garments are buying and wearing JOROCO today . . . and they'll wear JOROCO tomorrow because our designing staffs are always looking around the next corner . . . always creating to meet the authentic taste of the moment . . . always anticipating the desires of the present with the innovations of the future.

Entire reliability in production and delivery . . . full intrinsic values that are outstanding at the price.

NOW SHOWING

Arresting models in the new shade VIOLINE a lovely tone of violet endorsed at the very latest Paris showings. All have the glamour of JOROCO innovation and basic JOROCO value in fabric, trimming and needlecraft.

Youthful Ladies 38 to 46
Stylish Stouts 42½ to 52½

10 75

JOROCO DRESSES

Chic Miss 14 to 20
Little Women 14½ to 26½

Joseph Rosenberg & Co.
501 seventh ave., cor. 37th, n.y.c.

CLEVELAND
2212 Superior Ave., N. E.

CHICAGO
237 So. Market Street

BOSTON
600 Washington Street

$6.75

★ ★ ★ ★ ★ ★ ★ ★

DESIGNED AND MANUFACTURED ON OUR OWN PREMISES.....

200 New Winners!

SPARKLING gems of Yankee style and color harmony—new, fresh, wholly alluring. Extra heavy quality Flat Crepe and Crepe Romola. In short, dresses that capture the eye, the heart and the purse of fair woman.

Overwhelming Values at..... $6.75

Immediate Delivery

STOCK HOUSES:

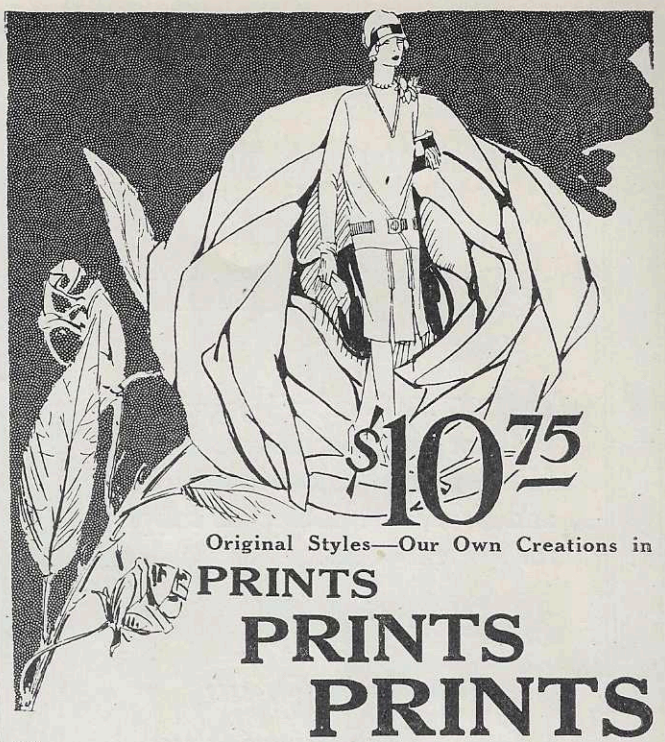
CHICAGO
215 South Market St.

CLEVELAND
1251 W. Ninth St.

ST. LOUIS
1208 Washington Ave.

BOSTON
600 Washington St.

YANKEE
★ DRESS CO. ★
240 W. 35th St., N. Y. C.



$10.75

Original Styles—Our Own Creations in

PRINTS
PRINTS
PRINTS

Every Dress Manufactured on the Premises
IMMEDIATE DELIVERY

June Rose Frocks Inc.
240-246 West 35th St. New York

COATS
AND
SUITS
Extraordinary Values!
for Spring

Charming Youthful
SUITS
Twills, Tweeds and mannish fabrics

Novelty and Dress
COATS
all the wanted materials

Price range $10.75 - $19.75 — $6.75 - $19.75

A large selection to choose from

I. GREENBERG & BRO.
253 WEST 35th ST.
New York

PRINTED SILK FROCKS

The Outstanding Dress Item Today!

We've Got 'Em !

$6.75

All Newest Spring Colors On the Racks

No. 819 — A chic Junior Frock in two-piece effect, using novelty Printed Crepe. Yoke, collar, cuffs and belt of solid crepe in contrasting color. Front of skirt has novelty knife pleating. This is one of our fastest selling styles. Sizes 13-15-17-19 .....$6.75

No. 775 — Two-piece effect Misses' Dress of fine Printed Crepe. Vestee and cuffs of white crepe with rows of contrasting silk stitching. Novelty shoulder bow. Lower part of waist is pin tucked and has gold leather belt. Skirt front is box pleated. Sizes 16 to 40...$6.75

50 STYLES IN JUNIOR DRESSES SIZES 13–15–17–19

75 STYLES IN MISSES' DRESSES SIZES 16 to 40

SPECIAL SELECTION SERVICE

Open orders selected just as carefully as if you were buying in person!

ORDER YOUR ASSORTMENT TODAY!

REGENT

WAIST & DRESS CO., INC

LEFCOURT-MARLBORO Bldg.

1359 Broadway . . . New York, N.Y.

Every Regent Dress Cut and Made in a Regent Factory!

NOXALL

WAIST & DRESS CO.

NEW STYLES EVERY DAY $6.75

134-142 W. 37TH ST., N.Y.

ORDERS

Prove a Willingness to Make a Trial

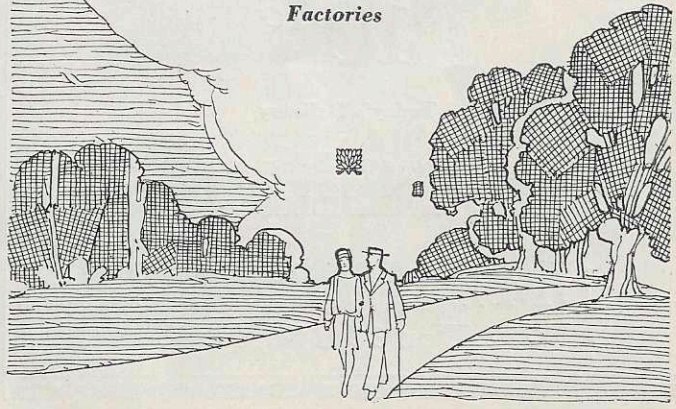
REORDERS

Prove That the Trial Has Been Successful

AND WE RECEIVE RE-ORDERS — LARGE ONES, TOO — EVERYDAY !

IMMEDIATE DELIVERY

Every Noxall Dress Made in Our Own Factories



COATS
10.75 to 29.50

We have assembled
Our Second Spring Line
Featuring
SATIN and BENGALINE

COATS

and other materials in demand
TRIMMED WITH SUMMER FURS
MANY STYLES
Immediate Delivery
All Coats Manufactured on Premises

Siegel & Alenikoff
520 Eighth Ave.
NEW YORK

Fashionable
COATS
FOR THE
LARGE-WOMAN-
tall
OR
SHORT

[Noted for their slender, youthful effects and graceful lines.]

GARFINKEL,
ROSENBLATT & CO
501 SEVENTH AVE., New York

Beautiful Simplicity

Simplicity the "Keynote" of good taste in clothes, is beautifully embodied in the SMITH BROS.' line for Spring.

"Dresses a little better than the average"

featuring

FLAT CREPE—GEORGETTE
PRINTED CREPES—NOVELTIES

$10.75

Today's Delivery

Also a full line of
ENSEMBLES

SMITH BROS.
252 West 38th St., N. Y.

STEINFELD

The Big Name
for
Coats—Suits—Dresses

Spring Line Ready
Ladies—Juniors—Children

Made Better—Priced Lower
To Sell Faster—See Them

S. STEINFELD & Co.
469 7th Ave., New York

IS THERE ANYTHING
ABOUT THE MARKET
YOU WANT TO KNOW?

Ask "RAP"
(Louis S. Rappaport)
NUGENTS
Merchandising Counsel.

He will tell you
—the new firms
—the new addresses
—the new season's ideas
—the new kinds of merchandise being offered.

LOUIS S. RAPPAPORT
NUGENTS' Merchandising Counsel

Louis S. Rappaport (RAP) has had years of practical experience in the retail and wholesale ready-to-wear field. He will gladly welcome you in his office any morning by appointment.

In fact, anything about the New York Ready-to-Wear Market may be learned by getting in touch with

Nugents
The Garment Weekly

1225 Broadway (30th St.) New York
LACKAWANNA 9150

Clubhouse Frocks

CLUBHOUSE FROCKS are designed, cut and tailored as carefully as most dresses at twice their price.

CLUBHOUSE FROCKS Inc.
former name
COUNTRY CLUB DRESS
501 SEVENTH AVE.

"MISS CLUBHOUSE JR."
Sizes 13-15-17-19
6.75

Presenting
A most notable collection of
"Dresses for the Miss"
Fashioned for Street and Afternoon Wear
Flat Crepes
Georgettes — Canton Crepes
Prints
in NAVY, BLACK and all HIGH SHADES

$10.75

Also Showing ENSEMBLES in
FLAT CREPES, CHIFFONS
(With Crepe Slips) and
NOVELTIES
Something New and Different
"Manufactured in our factory on the premises"

SAMUEL PASCHER Inc.
DRESSES FOR THE MISS
247 West 37th Street
BRICKEN CENTER BLD'G.
New York

Dresses
COMPARE!
Merchandise of merit speaks for itself.
We invite you to compare our Dresses
with any others anywhere at the price!

$10.75 DRESSES
Featuring New
PRINTS - GEORGETTES
FLAT CREPES - CREPE ROMAS (With Slips)
WHITES
and Beautiful Pastel Shades

LEW L. GLUCK
462 Seventh Ave., N.Y.
(AT 35TH STREET)

A Sensational Introduction!

A Really Great New Line!

To its former triumphs, PICKMOR (with an enviable reputation for making dresses of such excellence that women buy them in numbers,) now adds

PICKMOR DRESSES

Sizes 12½ to 26½

For the Little Miss and Little Woman

This new line is carefully designed to fit without alterations and magnificently styled, and represents the *utmost in attainable values at*

$10.75

See! *Select!* *Sell!*

PICKMOR
DRESS COMPANY INC.
253 WEST 35TH ST.
New York City

LITTLE WOMEN

Petite Types to Be Outfitted in New Department at Bloomingdale's

THE new Spring season bids fair to be a banner one for the sale of little women's garments. It is only natural that the keener competition ensuing from the increased number of manufacturers giving attention to this type should result in a wider variety of styles than ever before. The little woman has definitely established herself as a type of customer to be catered to, a type easy to please if she can buy a garment without having to guess what it was going to look like after the alteration department had finished with it.

The fact that more attention is being paid to the smaller woman by manufacturers is but a reflection, of course, of a growing inclination on the part of retailers to cater to the apparel needs of this type of customer. Many stores have gone through the work of experimentation during the last season or two, and have become convinced that the merchandise can be profitably exploited on a considerably larger scale.

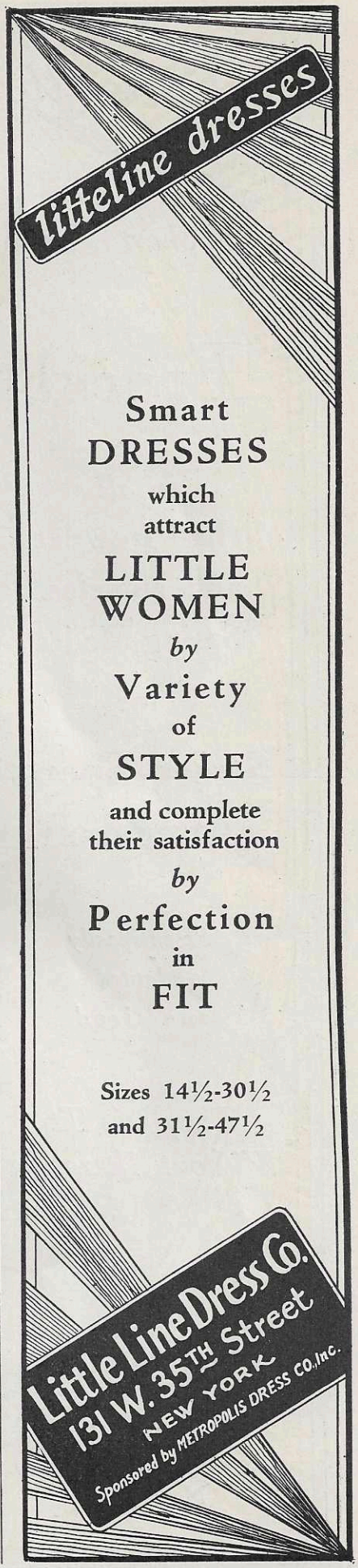
A case in point is the retail store of Bloomingdale Bros., New York, which is now opening a separate department for all specialized sizes in which little women's garments have a stronger representation than the store has conceded them heretofore. The store at first experimenting with a small quantity of little women's coats, in the regular department, of course, soon discovered that little could be accomplished unless a fairly ample assortment of styles was displayed.

Sales Increased

The sales in the small sizes increased steadily. A strong contributing factor was the enthusiasm of salespeople, many of them little women types themselves, who were eager to spot prospects on the floor and talk up the

(*Continued on page* 54)

THIS offering of dresses by Hahne & Co., Newark, N.J., is made more impressive and certainly carries a wider appeal by illustrating styles in little women's sizes. Three out of the four illustrations in the lower part of the ad and the appropriate copy are devoted to little women's dresses and the other depicts the larger woman. Note that the advertisement also mentions the size ranges represented in the sale in misses', women's large women's and little women's sizes.



Lady-ette TRADE MARK
DRESSES FOR SHORT WOMEN
for
Short Women

Frocks

in *all*
the newest
and smartest
Spring Modes
for
Street - Sports
Afternoon

Scientifically
adapted
and sized

They DO Fit
Without Alteration

J. BASS & CO.
1375 Broadway
(Lefcourt-State Building)
New York

This unusual dress ensemble features a snugly girdled blouse of Rodier novelty tinsel complementing an intricately pleated skirt of navy flat crepe which reveals the tinsel. The scalloped crepe jacket boasts a throw scarf. From Little Line Dress Co.

Hoffman & Glick, of 1385 Broadway, is a new firm which is making a line of half size youthful women's dresses, ranging from 14½ to 22½, and priced at $10.75. All manufacturing is done on the premises. The firm consists of Dick Hoffman, who formerly was alone in business, and Leonard Glick, who has been in the dress field for many years. N. J. Katz has joined the concern as general representative. He was formerly of the Top Notch Dress & Costume Co. He is receiving the incoming buyers at present.

Announcement has been made by Jack Liss, of the Half Size Dress Co., 1359 Broadway, that Miss Beatrice Cottler has joined the concern as a designer. He also said that Spring business is opening up well.

for She who's Short
"Petty-Rite" FROCKS
$6.75

They DO FIT Without Alteration
14½ to 24½

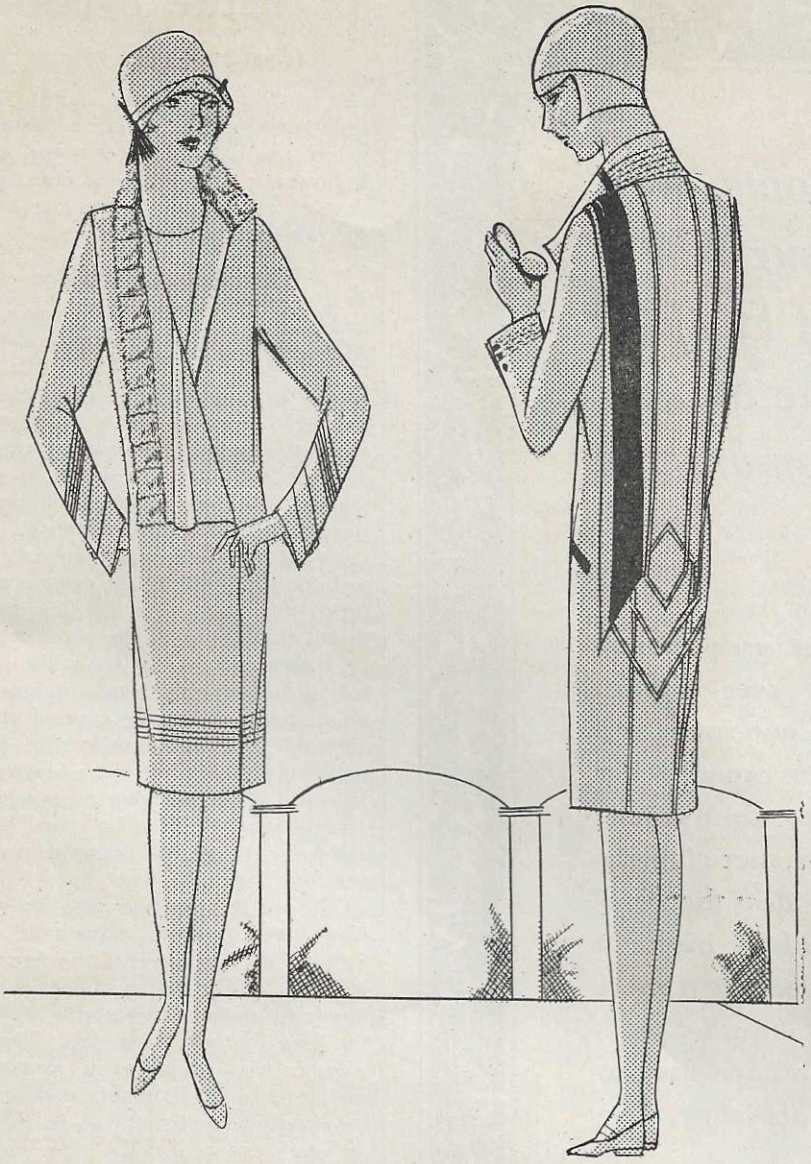
$6.75
for 1102
LITTLE WOMEN

No. 1102. A one piece dress of Georgette with slip. Blouse effect. Tie at V-neck. Schiffli embroidery on blouse and cuffs. Flared skirt. Colors—Navy, Rose, Tan, Green, Blue, Carol and Grey. Sizes 14½ to 24½. Price, $6.75

Send for Sample Assortment

Make the Little Woman a Big Customer

S. & A. RUCHMAN
Incorporated
246 West 38th Street
NEW YORK



American Girl Coat Co., Inc. *Miss Marylyn, Inc.*

There's No Limitation on Style Features for the Smaller Women

WHETHER the petite woman chooses to add to her Spring wardrobe a smart daytime coat for general wear, or a dressy ensemble, suitable for more formal occasions, the retailer can now present her with a wide diversity of stylings and fabrics.

For instance, the chic coat of tan broadcloth at the extreme left, exploits a new fabric combination with its pert satin jabot. A favored fur trim note is sounded in the butter color squirrel collar. The model pictured at the right, developed in tan kasha, is representative of the unfurred types, with its geometric tucking, and piping elaboration on collar, cuffs and half moon pockets. Most important of all is the graceful throw scarf which lends to the little woman's figure the necessary movement and animation.

These models present two of the very flattering types of coats that are taking well in smaller women's sections. In fact the jabot which is a smart variant of the much vaunted cape, has been received so well by the petite woman, along with the throw scarf collar, that they are repeated details on the frocks designed for her. It is interesting to note that in the more formal groups, broadcloth types of the cashmere genre, are achieving prominence in many collections, rivalling kasha in importance. Where the coat is furred, collars assume rounded lines, in standing, mushroom and chin shapes.

Although so much emphasis has been placed on the ensemble for Spring, there has been considerable talk about "assembling your own costume." In fact, many buyers state that they have found customers prone to select a separate coat for early Spring and Summer wear, and then select a dress or two-piece costume to match.

A number of women of limited wardrobe pay more attention to the separate coat rather than the ensemble as a whole. For these people, a coat that would serve well for more or less all-day wear is the most desirable. The two models pictured, are examples of this type—a coat that will complete a costume, and yet, on the other hand, may be worn with any frock. However, we will add that ensembles sponsored by the coat house concentrate on the proper coat tailoring and hence, in most cases, provide a coat that can be worn as a separate item.

Small Womens Dresses
&
ALFRED BEER CO. INC.
525-7th. Avenue, New York

In our new home, we now present our new Spring line of Half Size Dresses for the Short Miss and Woman

IT is the greatest line we have ever shown. Doubling our space and production capacity has enabled us to present more styles, more fabrics, more new ideas than ever before and to insure a greater production more nearly in keeping with the demand for this exceptional dress line.

You are invited to see the new showing now on display.

HALF SIZE ½ DRESS CO.

Dresses for the Short Miss and Woman

1359 Broadway—Lefcourt Marlboro Bldg.

NEW YORK

Sponsored by Jack Liss Dress Corp.

Chicago Office—Goldwach & Brownstein—331 West Adams St.

Petite Types

(*Continued from page* 51)

idea of specialized sizing and fit. Now this business has reached the point where the management has decided in favor of a coat and suit department devoted exclusively to merchandise in special sizes.

For Short Stout, Too

The store is introducing a new element in the specialized size department that will be a feature. Hitherto exploiting a complete department for the stout woman, devoting separate advertisements to its development, the store found that the so-called stout woman has done considerable shrinking through diet and exercise. The stout category presents an entirely new aspect, which this store translates in terms of little women. They have found that many of the short women of larger proportions have been buying little women's sizes, finding not only proper fit but the coveted youthful styles. This development instigated the specialized size department that will cover the shorter woman of larger proportions who need extra fullness through the upper sleeve and through the hips.

The sizings include 39¼ to 53¼. The little women's range, in sizes 12½ to 28½, represents the figure of five feet and a half or under who is larger in the hips and a trifle fuller in the bust than a regular size. The tall woman who is large in proportion may also be fitted in this department. The various sections will be divided although grouped in the same department. Special purchasing budgets will be devoted exclusively to the development of this department.

Bigger Stock

Attractive illustrated posters exploiting the fashion appeal of these types of merchandise will geet the customer as she steps from the elevator. There is to be fostered a spirit of competition between this and the other departments which will do much towards speeding sales in this new department. According to the merchandise manager, heretofore only 25 per cent of his stock has been devoted to little women's apparel, but the proportion in the future will be nearer 70 per cent.

Miss Marylyn, Inc., a new concern in the little women's field, which is sponsored by Gordon V. Lyons, is devoting its energies exclusively to the production of junior and little women's coats, according to Henry Firestone of the firm. It is located at 1359 Broadway.

Furred Coats vs. Unfurred Types

(Continued from page 5)

A check-up of resident buying offices in the market reveals that unfurred coats are at present running about an even race with furred types. There is a preponderance of undisguised approbation for the unfurred coat; many buyers feel that it will surpass in sales the coat that is furred.

Fur Not Threatened

While this writer believes that the unfurred coat, particularly the scarf coat and certain versions of the cape coat, are destined to enjoy pronounced success, and may rival furred coats during the early part of the Spring selling season, it is certain that woman's innate love for the flattering touch of fur will begin to manifest itself after the first flurry of favor for the unfurred coat is past. The newness and smartness of the unfurred coat will attract many of the earliest buyers, but a little later we shall see the moderately furred coat selling somewhat better than the unfurred type.

The first reorder business on coats places the pale tan tones ahead of all others. Natural shades are second, navy is third, and black is fourth. Where a definite color is desired, green is a general favorite. Butter mole, butter ermine, June ermine, flying squirrel, fitch and fox dyed beige and chinchilla shades are the favored fur-trims.—*B. M. S.*

Jack Freedman, of Jack & Jules Freedman, manufacturers of coats and little women's coats, of 1385 Broadway, recently returned from a tour of some of the accounts catered to by the firm, which had been planned to extend over a wide territory, but which had to be curtailed in consequence of activities at home which needed his attention..

The Half-Size Dress Co., of New York is now being represented in Chicago by Goldbach & Brownstein, manufacturers and jobbers, who have just moved their place of business from 237 South Market Street to 329 West Adams where they are occupying three times as much space as formerly.

The R. H. Macy & Co. department store of New York City has shortened its working day by changing the daily opening hour from 9:00 A. M. to 9:30 A. M. The hours are now 9:30 A. M. to 5:30 P. M.

Little Women
NEW YORK
TRADE MARK REG.U.S.PAT.OFF.

Our line embodies the perfect harmony of

Beauty, Simplicity and Style

Perfection of Fit

assured, because every dress is cut on the famous Little Women's Dress Company's patterns, which have never been successfully imitated.

Two Prices Only

$10.75 and $16.75

Little Women Dress Co.
Specializing in Dresses for Short Women
462 7th Avenue
NEW YORK

Kraus Little Coat House Kraus Little Coat

To you - - - SHREWD COAT BUYER
The Five Essentials of Good Coat Making
Style—Fabric—Workmanship—Fit—Trim
can always be found in
COATS AND SUITS
For LITTLE WOMEN
JUNIORS—MISSES
By WALTER KRAUS
Federal Fur Dyed
WALTER KRAUS
132 West 36th St., New York

PERFECT
TRADE MARK

Coats and Suits
FOR
Little Women
Sizes 11½ to 21½
In All Favored Materials

Coats and Suits
For Juniors
Sizes 11 to 19
Intermediates & Children
Sizes 6 to 10 Sizes 10 to 16
Featuring All That's New
Popular Price also Better Grade
Immediate Delivery

Cass & Rosenthal
1359 Broadway, N. Y.
at 36th Street

STOCK ROOMS
ST. LOUIS
Fashion Sq. Bldg.
13th & Washington Ave.
DENVER
314 Charles Bldg.
CHICAGO
125 S. Market St.

SMART DRESSES FOR SMALL WOMEN

BEAUTY MAID

"Learn About Little Women From Us"

"Proper Sizes"—the topic of the day . .

We've Been Supplying Them for Years!

ANY Dress manufacturer can produce a clever style. But it takes *special* skill and knowledge to fashion clever styles into dresses that FIT WITHOUT ALTERATION!

Beautymaid Dresses are now nationally popular and in demand . . . solely because they fit small women perfectly.*

We adapt the newest Paris styles to small women's Dresses. We use special size proportions and specially skilled craftsmen to deftly fashion Beautymaid Dresses so that they FIT small women, the first time they are tried on!

For those merchants who have not had the opportunity to see the new dresses, the complete Spring line is now on display in Room 1322, Pennsylvania Hotel, New York.

The Schwartz Bros. Dress Co.
Creators of Fashions for Little Women
2530 Superior Ave., Cleveland, Ohio

Member of Affiliated Specialists in Dresses for Short Women

It's in the fit — BEAUTY MAID DRESSES — Saves alterations

Inexpensive Shops

(*Continued from page 26*)

ment of a $15 dress shop: "Formal frocks for the gay and colorful affairs of the holidays . . . . the authenticity of the style of these dresses is not to be disputed . . . . the designing of these clever models is comparable to the costliest importations."

And again, "If what you seek is in vogue . . . . you'll find it in this shop! Whether the newest inspiration in blue . . . . the latest vogue in fabrics . . . . if it is *new* . . . . you'll find it here."

In this advertisement, an appeal is made to youth: "Our dresses possess an enviable smartness of style and design . . . . that is why they're achieving such popularity among school and college girls, for youth delights in smart simplicity and in the dash and cleverness of new things."

For Little Women

A private style exhibit, devoted exclusively to the display of little woman's apparel has been planned by the Affiliated Specialists in Dresses for the Short Woman. Such a style show, it is believed, will do much to further the interest in this type of merchandise.

Although originally scheduled for Jan. 9, the date was indefinitely postponed because of the Annual Spring Show of the Garment Retailers' Association.

Richard Beck, managing director of the association and chairman of the style show committee, has been ill but definite plans will be announced shortly.

Samuel Sabut, who is president of Sabut's Inc., a new high class ready-to-wear shop in El Paso, Texas, is now in New York buying for the Spring season. The new shop has been organized with $25,000 capital by Mr. Sabut, together with A. H. Culvell, a local attorney, as vice-president, and Mrs. Gertrude Hall Wyatt, as secretary-treasurer and manager. Mr. Sabut is an experienced merchant, having been for the past 14 years with The White House of El Paso and prior thereto was with Daniels & Fisher of Denver, Colo. His first act on reaching New York was to subscribe to NUGENTS.

Ike Extein & Bro., wholesale and retail dealers in dry goods, apparel, shoes and hats, of Sherman, Texas, have retired.

The LaSalle Shop is a new ready-to-wear store to be opened in Terre Haute, Ind., about Feb. 1. It will be operated by Charles VanHoutin and M.s Edna Harvey, both of whom have been associated with the ready-to-wear department of Kleeman's Store.

Lady-ette Trade Mark Inc.

DRESSES
for
Short Women
$13.75
They do fit without alterations
HERMAN CLARA
FELD & BADER
Lefcourt-State Bldg.
1375 Broadway, N. Y.

Grayshire Dress Co., Inc.
$10.75
MAKERS OF
Lady Gray
STOUT DRESSES
SIZES 40½ TO 52½
Miss Gray
LITTLE WOMEN'S DRESSES
SIZES 16½ TO 26½
225 W. 35th St., N.Y.

YOUTHFUL WOMEN'S DRESSES
New Line Ready!
WOMEN'S DRESSES
40 - 50
$10.75 !
See Them
– 40 to 50 –
Emil Schwartz
and company inc.
HALF SIZE 16½ to 26½ HALF SIZE
A Smashing Triumph!
Our initial presentation
of
LITTLE WOMEN DRESSES
16½-26½
$10.75 !
now at
491-7th ave.

848

"Wee Moderns"
COATS FOR LITTLE WOMEN
WRITE FOR THIS BIG
VALUE
Here is one of a remarkable group for Style & Quality
No. 848—Fine quality Broadcloth, Silk Crepe lined, guaranteed for two seasons' wear. Squirrel Rump collar. Made in Rose-tan, Black and Tan. Sizes 14½ to 20½.
Specially priced at
$16.75
Other models in the season's most wanted fabrics. Priced from $10.75 to $29.75.
JUNIOR, HALF-SIZE COAT CO., INC.
Herman Robinove, President
150 West 36th Street, New York

COATS
FOR THE MISS
They all say
our line of
COATS
is beautiful
There must be a reason
Featuring
Ensembles—Kashas and Tweeds
Unsurpassed Values — Immediate Delivery
ADOLPH BRIEFF
520 EIGHTH AVE., N.Y.

Malito SPORTSENSEMBLE featuring the new Photograph Prints in the Herringbone tweed effect.

Sports Ensembles

by Malito

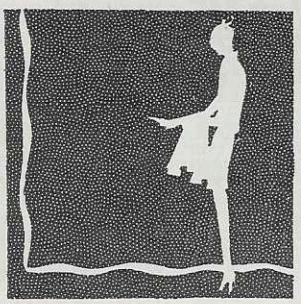
The smartest outfits the Spring has brought forth —these new Sports Ensembles by Malito!

Their smartness is achieved by a particular attention to line, fabric and color harmony.

Their hand-tailoring in the Malito workrooms assures *lasting smartness.*

You'll see them everywhere . . . in the featured displays of the smartest shops—in the sportswear departments of the Avenue Stores—at the club and on the course—in the favorite haunts of the smart younger set.

They're a welcome addition to the wardrobe of any Miss—and a profitable item in the showings of the merchant who caters to her.



MALITO

247 West 38th Street - - New York

MALITO BROS., INC., NEW YORK

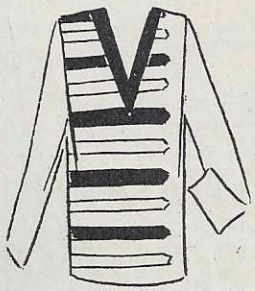
SPORTSWEAR

Ensembles Carried In Sports Departments Are Distinguished by Sportive Fabrics

NOW that the ensemble has definitely established itself as an important saleable item for Spring as well as a fashion feature, sports, dress and coat houses are outdoing themselves in presenting versions of it in their collections. The vogue for a complete costume has even been extended to the realm of sports attire, where the importance of an accompanying garment has been emphasized. After all, for early Spring or Summer wear, a matching coat accompanying a frock is as practical as it is fashionable, be it of tweed or print.

Gold buttons at neck and sleeves adds chic to striped sweater of Marigora, a silk-and-wool combination. From Marinette Knitting Mills.

However, a difficulty has arisen as a result of this ensemble concentration, which as yet, has not been solved. Dress houses are making coats with their dresses, and in the same way coat houses show dresses with their coats. Even sports frocks are accompanied sometimes by short silk jackets. As a result, coat, sports and dress buyers are stepping on each others' toes. One manufacturer says, "It all depends on which buyer gets there first, regardless of the department for which they are buying. In the stores, the customer is sent from one department to another before she gets the type of ensemble she desires. A redeeming feature is the fact that most of the dress houses are placing the



Black and white stripes on gray ground effective

NUGENTS Recommends!

From the Merchandising Calendar for February

23 *Wool Jersey and Knitted Attire Start on a New Career This Spring.*

¶Introduce the new open-work jersey frocks, angora-and-silk frocks and ensembles; lacy knitted costumes as well as tinselled jersey and knitted effects. ¶Include two attractive sweaters, suitable for wear with ensembles or suits, stressing importance of the sweater in the fashion picture.

Recognizing the importance of the coming vogue, we have produced a most complete line of ensembles and one and two-piece frocks in original fabrics of French Spun Yarn and tinselled effects. The smartest creations we have ever shown, combining style and workmanship, moderately priced. Ready for Immediate Delivery.

AT HOTEL MORRISON, CHICAGO

Parlor G, Second Floor Jan. 23 to Feb. 29 inclusive

Mr. David Cohen and assistants in charge

A complete showing of our entire line of sportswear—CoMaCo Travel Coats, Ensembles, Sport Dresses, Novelty Sweaters and Jersey Dresses. Featuring "Vita Ray" Fabrics.

Cohen Brothers MFG. CO., INC.

AMERICA'S FOREMOST SPORTSWEAR HOUSE

GARMENT CENTER CAPITAL

500 SEVENTH AVE., At 37th St, NEW YORK

LEFT—Crew neck and alternating stripes in new blue tones distinguish, this sweater. From Fashionit Sweater Mills, Inc. Right—Model in silk and mohair exploits smart curved neckline. From Gotham Knitting Mills, Inc.

style interest in the dress using sheer mediums, while the coat house gives most of its attention to the tailoring on the coat. The sport ensembles, with which we are concerned at present, are more difficult to classify.

There is no doubt that sportswear, as presented for the coming season, presents a wide diversity in types, colors and fabrics. According to one buyer, "The appeal of new sportswear starts with the materials in which they are developed" and goes on to emphasize the favorable consumer re-action to the novelty media presented.

One of the most delightful aspects of the change in sportswear, and one which makes its classification confusing is the use of sportive and careless types of fabrics such as tweed and homespun in alliance with such formal materials as satin. Many of the ensembles that are selling well exploit the blouse of matching satin. Masculine foundations achieve feminity by means of curves and interesting necklines.

Sports ensembles that are taking well are fashioned of tweeds, light-weight woolens, kashas, coverts, with blouses of plain or printed crepe satin or fancy Rodier tops. Coats of all lengths are presented, from the jacket and cape to the full-length coat. The accompanying garment, in good part, depends on the figure of the wearer. Although not the most wearable type, the most attractive and interesting length is the finger-tip. Furless and frequently collarless coats are favored types while the throw scarf remains a prominent detail.

Feminine touches are left to the accompanying blouse or sweater. The three-quarter length, or elongated cardigan, in most cases reflecting a new curved movement noted in the fabric design itself, is a flattering type to the tall, slender figure. The short jacket, really the regulation hip-length suit is very youthful, and for Summer wear does away with the added bulk around the knees. However, we may say that comfort and style are hardly synonymous.

For general wear, the tweed ensemble has achieved considerable prestige, fine mixture and checks scoring with self-bordered tweeds, preferably in tans and Oxford grays. Many of the smart ensembles, after Patou, are of neutral colored woolens and exploit a sweater vividly bordered and modernistically elaborated.

Any of the sweaters pictured on the page are representative of the types that may accompany the ensemble. In fact one buyer asserts she is tieing up the costume idea by having her sales woman suggest that the consumer buy a lovely slip-on, in addition to the blouse that already is part of the ensemble, thus having two costumes. Homespun weaves combined with prints, Rodier's Asperic, and angoras in new weaves are among the novelty fabrics that are taking well in sports departments.

New Notes on Sportswear Introduced at Annual Spring Fashion Show

- Navy and white combine in frocks and ensembles
- Navy and gray effective color scheme
- Three-quarter length cape featured in ensemble showings
- Modernistic effects—a repeated note
- A fitted shoulder cape of tweed accompanies a sleeveless satin dress
- Satin combines with matching jersey
- Ensembles feature one-piece frocks suggesting two-piece styling
- Frocks assume moulded lines—curved up movement at waist
- Solid color frocks underline novelty woolen coats and vice versa.

Dress Club Plan

THE evident popularity of the book-of-the-month idea has given rise to its counterpart in the ready-to-wear industry. This new service is being inaugurated by Kornhandler & Kane, Inc.. makers of "Piping Rock" sportswear, and it will receive its first comprehensive test around the beginning of February.

Retail subscribers to the club are assured of getting the identical frock shown that month in Fifth Avenue's leading shops, and featured in National Advertising. A newspaper cut will be sent with each dress so that newspaper advertising can be linked up with the magazine advertising. Each dress sent under this plan will be identified by a tag marked simply "dress of the month" so as to tie it up to national advertising.

Though only one style is to be sent, it can be obtained in a variety of colors and in all sizes. Each shipment will be considered final and not subject to return, but the service may be discontinued at any time. It is believed that through this style service buyers who do not or can not visit the market often will be assured of getting desirable merchandise at the time of its greatest demand.

S. M. Elowsky & Co., makers of sportswear and middy blouses, have opened an additional showroom at 242 West 36th Street for the convenience of visiting buyers. They will also show their new line of "Dolly Dimple" dresses for infants and children, together with the product of Sportogs, Inc., their new subsidiary company, which is producing sports wear for the junior and miss.

Jack N. Cohn, who represents the house of I. M. Bagedonow, Inc., of 265 West 37th Street, is now showing the "Westbury" line of sport coats and suits for women and misses made by his firm in Michigan. He will cover Indiana and Ohio on his way back, and will probably reach New York about the middle of February.

Miss Lida Christen, formerly assistant buyer of the womens' sportswear department at Stix, Baer & Fuller, St. Louis, has been made buyer of that department.

Mac Buckner, for the last four years New York City representative of the Coat-Craft Manufacturing Co., 247 West 37th Street, is now showing the firm's Spring line of sport and dress coats, in the New York offices.

Gimbel Brothers, Philadelphia, have opened a specialized sports department which will feature imported and domestic ensembles, coats, dresses, fine sweaters and knit goods. Only the better type of merchandise will be handled.

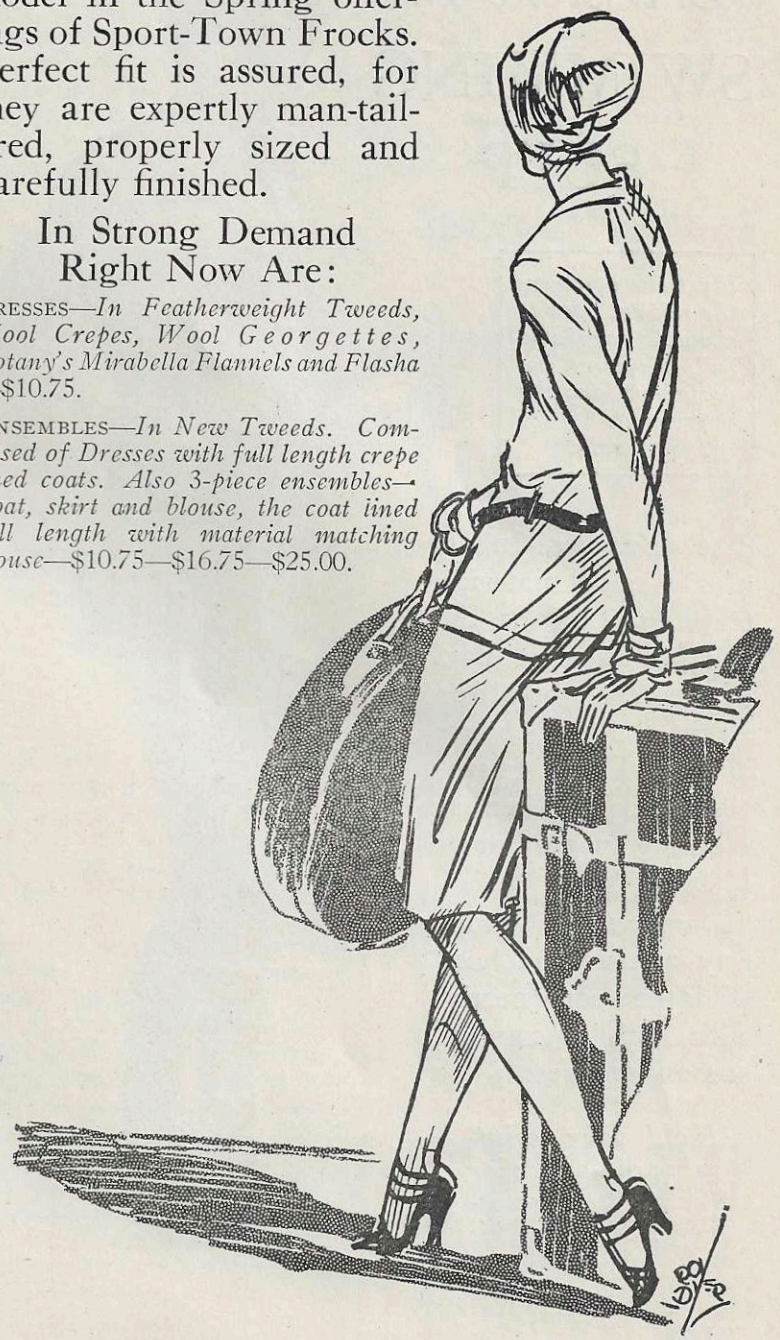
SPORT-TOWN
Frocks
TRADE MARK

Youth and smartness are characteristic of every model in the Spring offerings of Sport-Town Frocks. Perfect fit is assured, for they are expertly man-tailored, properly sized and carefully finished.

In Strong Demand Right Now Are:

DRESSES—*In Featherweight Tweeds, Wool Crepes, Wool Georgettes, Botany's Mirabella Flannels and Flasha* —$10.75.

ENSEMBLES—*In New Tweeds. Composed of Dresses with full length crepe lined coats. Also 3-piece ensembles— Coat, skirt and blouse, the coat lined full length with material matching blouse*—$10.75—$16.75—$25.00.



LIPMAN BROS.
237 West 35th Street, New York

A million Women are eager to buy the

PELTON

"Brassiere-In"

SWIMMING SUIT

Illustration pictures the suit cut open to show "Brassiere-In", the most important bathing suit improvement in 25 years.

The "Brassiere-In" is of the same material, texture and color as the suit and an actual part of it. No shoulder straps, buttons, hooks and eyes, snap fasteners, or back pieces. Nothing to get out of place.

"Brassiere - In" properly encases the bust, holds the wearer neatly, adds both to comfort and appearance.

Hold your swimming suit order for the Pelton salesman. He is on his way.

PELTON & PELTON

216 W. Adams St. **Chicago**

New Officers of Boston Group

LEONARD N. WINDHEIN, of Markun Bros., Boston, was elected president of the Wholesale Garment Association of that city recently. The other officers chosen were: First vice-president, Joseph Reiner, of Joseph Reiner & Co.; second vice-president, Louis Rothstein, of the firm of that name; secretary, Seymour M. Rivitz, of the Imperial Manufacturing Co.; treasurer, M. S. Freedman, of M. S. Freedman & Co.; executive secretary, A. H. Levey; counsel, Hermanson & Silverman.

The following, in addition to the officers, were elected to the board of directors: J. Margolies, A. Alschuler, A. J. Karpus, A. Ocnoff, Harry Broude, I. Weinberg, S. Tuttle, William Salzman and Henry Fox.

During the past year the association has made marked progress. Its collection department has collected many thousands of dollars for members, a good part of which money otherwise would have been lost. Despite the backwardness of business during part of the year, collections were obtained in 95 per cent of the cases.

In checking credits the association made an even more striking record than in the collection field. More than $2,000,000 worth of credits were checked without loss.

During 1927 the association launched a campaign against fly-by-night concerns, illegitimate bankrupts and other concerns which work against the best interests of the industry. The proprietor of one company that was doing business improperly was sent to jail, while several others heeded warnings to discontinue tricky practices.

This campaign will be carried through on an even larger scale this year, according to executive secretary A. H. Levey. It will be aimed particularly at concerns which attempt to conceal their assets in bankruptcy proceedings, the association being determined to do all in its power to stamp out this practice in the Boston garment market.

On the other hand, Mr. Levey pointed out, the association's policy does not call for harsh dealing by any means with a wholesaler or manufacturer who for real reasons is unable to meet his debts on the dot. Rather, the policy is to do everything possible to help the concern which deserves help. In fact, during 1927 the association aided a number of concerns to weather difficult situations and get back on their feet.

BLOUSES

Blouse Boom Inspires New Promotion Methods for Reaping Profits

IT isn't enough, apparently, that an impending suit and ensemble season is creating large demands for blouses, but New York stores must needs think up new ideas for selling this type of merchandise in order to cash in, to the fullest extent, during its enforced reign. Then too, retailers may be endeavoring to reinstate the blouse as a definite and permanent item in the wardrobe of the lady of fashion.

Perhaps the smartest service, now prevalent in blousedom, is the monogram service introduced at R. H. Macy, in the sportswear department, and later adapted to the blouse section. The idea of initialing apparel had its inception in Paris where embroidered monograms imbue even the plainest blouse with an element of chic. Monotoned models of satin and silk crepe are the most effective mediums, especially when the initials are applied in shaded tones, or a deeper shade than the blouse.

Three Styles

There are three styles to chose from, the oblong, the oval and the square, and these may be embroidered in small, medium or large size. Also some are more expensive than others but a really attractive monogram in large oval design may be had for the nominal sum of $2.35. Blouses featuring the wide "V" neckline are greatly enhanced through the application of this particular oval monogram.

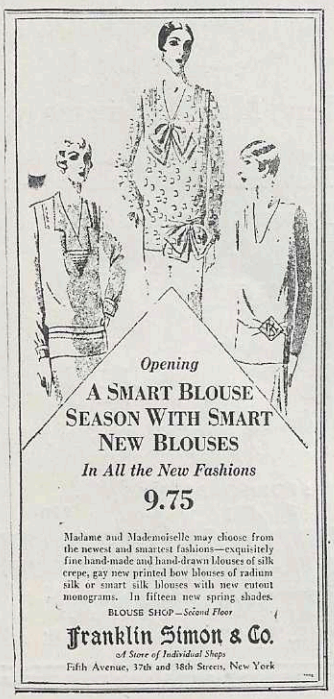
Other stores featuring monogramed blouses include Stern Bros., where the motif is in smart Chinese lettering and Wanamaker's, the models highlighting old English script.

For Multiple Sales

Fashion copywriters who have been advising the purchase of two sweaters for every skirt, during the present season, have now turned their attention to this idea for blouses. Their advertisements set forth the fact that not two but three blouses may be utilized with the same skirt. Take, for instance, a smartly pleated skirt of silk crepe in the fashionable new shade of middy blue. A bright red printed blouse provides a handsome contrast and may be worn with considerable chic with this skirt.

Then too, a model in matching shade developed in new tailored themes achieves prominence as a sports costume when worn with said skirt. Lastly the new lake blues and Lucerne blue both harmonize perfectly with middy blue and a blouse of these shades provides a third smart combination worth considering.

The two-fold use of the blouse is another strong factor in its favor. Any one of the above mentioned blouses may be worn with ensembles or suits, especially the middy blue and lake blue blouses which are effective and stylish when combined with grays, navy and black suits. Printed blouses in bright colors help brighten dark tone ensembles which are fashioned in



The heading of this advertisement proclaims the importance of blouses in general as well as the particular importance of the models illustrated. The inclusion of a printed model is significant. This type of blouse is selling well as an extra blouse for ensemble outfits.

The Finest Specialty Shops and Department Stores carry

VANITY BLOUSES

Experienced Buyers Know they are Best

BLOUSES $3.75 UP

VESTEES $3.50

VANITY BLOUSES, Inc.

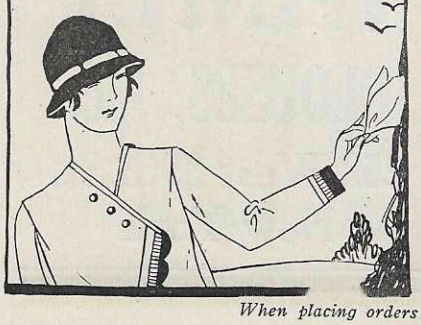
253 West 35th St. New York

A. AJELLO INC.
247 W. 35 ST., N.Y.
formerly
Martha Waist Co.

SPRING
NOVELTY
BLOUSES

ROSE A. ARTHUR L.
WEISS & WILLIAMS
265 West 37th Street
New York

Specializing
in
BLOUSES
of Original Design
featuring
ALL WANTED
STYLES
and
MATERIALS



three-piece themes, allowing the print to be substituted for the self-tone blouse.

The latest interpretation of the tunic designed by Agnes of Paris, revives the coat version favored many seasons ago. The models adapted from this are fashioned of small patterned printed silks, the skirt of the tunic, reaching nearly to the hem of the underskirt. A series of inverted pleats encircling the waist is stitched down to within a foot from the hem thereby exaggerating the flare at bottom. The same idea of inverted pleats is carried out on the sleeve, stitched down below the elbow forming a huge puff which is gathered into a smart cuff. The coat effect, fastened with link buttons, necessitates the wearing of long vestees of organdie or silk. The above model is very advanced as it has been reported that tunics will be much favored for late Spring when coats are discarded.

This Style Show Pays Its Way

What is the average fashion show? It's about like this. The executives say, "We've done it for years, so we must do it again. Now buy some stuff for the show that will make a good display." These orders are carried out and there is an announcement of the coming affair. But always it is free, being given away to any who may come or go.

But a fashion show in Toronto or Ottawa, Canada, is not any of the free variety. Take the case of the Robert Simpson Co., Ltd. This past fall they engaged a large down-town theater for the week, at the height of the opening of the season. Then the program was planned so that every dance number, every musical number and every one-act stunt had to do with the matter of the mode. The show was about two and one-half hours in length, and the price per ticket was $1.65.

Advance notices were sent out to the charge customers that these could be had in the store's own bureau, or would be mailed charged to the account, or could be secured at the box-office of the theater.

The store's own window artists had charge of the scenery as they knew the value of background for the gowns and arranged these. The parade and the program were so good that the house was sold out for the fourteen performances.

As a result a substantial check was turned in to the merchandise manager. After the show there was a sale of

Our Customers tell us—

they have never received more Value, Style, Workmanship and Fit than found in the "Golden Rule" Blouses and Vestees.

Broadcloths-Piques
Fancy Jacquards-Novelties

At New Low Price $14.50 Doz.

12 Mommie Pongees $16.50 Doz.

COMPARE!

GOLDEN RULE CO.
469 Seventh Ave., N.Y.

Golden Maid Blouses

Golden Maid Blouses
in
Newest Materials
Newest Novelties

VESTEES
$3.50
BLOUSES
$3.75 and up

SPONSORED BY
Joseph Goldman Bro.
257 W. 39th STREET
NEW YORK CITY

Blouses of Quality

Better Made

BLOUSES

Moderately Priced Exquisitely Styled

In All Staple and Novelty Materials and Shades.

Alfred Stern&Co.
462-468 7th Ave., N. Y.

FULD BROS.
(Established 1898)
Manufacturers of
Tailored Blouses
featuring
Broadcloths, Rayons, Pongees
Novelty Silk Blouses and Vestees
TO RETAIL
from $1.95 to $5.95
also
Sport Jackets
$45.00 Doz.
Sport Skirts
$24.00 to $45.00 Doz.
Showroom and Office
571-581 Eighth Ave.
Corner 38th St., N. Y.

all of this merchandise at 10 to 25 per cent reduction. By the middle of the week everything from shoes to hats was sold and the regular business of the season was done.

This store for years has followed the plan of charging for its fashion shows, "because," explained one of the staff members, "it makes a woman feel that she is getting something in return." After the show, each woman was given a folder of sketches, showing the new season's costume details, elaborately put up.

The Fashion Tea

Fashion teas are all to the fore and while they are given in several of the stores few of them think of the plan that has proven practical at the Murphy-Gamble Co., Ltd., in Ottawa. This is one of the style stores of Canada and offers some lovely imported merchandise. During the months of winter, November to April, one or two teas a month are given. There is a special tea served at 50 cents per person for which reservations are accepted. Costumes for all occasions, from the street and day-time outfits to the formal clothes demanded for the drawingrooms, are given a place in the showing. No announcements of this are sent out, but it is stated in the paper several days in advance and this always insures a full house.

Fashion dinners, during which the new modes are shown, have been instituted by Killian's of Cedar Rapids at the opening of a season and found to be successful; a very elaborate fashion tea is given on Wednesday nights by the New York Store of Los Angeles, California. These shows are staged in the formal dining rooms of "Mary Louise," as well as an informal showing and luncheon being held on the store's own balcony.

This plan of co-operation between store and restaurant has been productive of increased business to each. Very well chosen apparel is shown and very close up views of it are given as the models wander about the tables, one may beckon to a model if a closer view is desired.

The fashion show of the future would seem to be one that is going to form more and more informational entertainment and women have already shown that they are willing to pay for really smart showings that offer them ideas and suggestions for the improvement of their wardrobes.

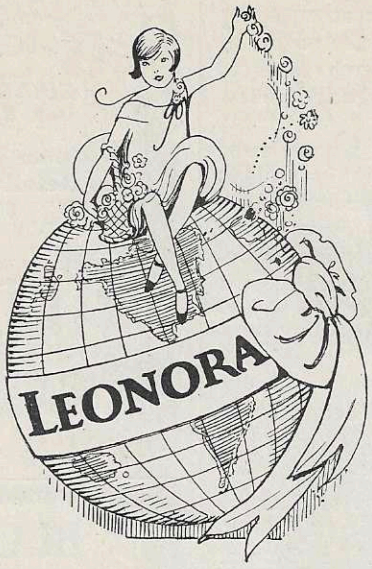
L. Kaufman is now representing the firm of Hecht & Biern, direct mill agents for knitted outerwear, in the Chicago territory, with an office at 325 Jackson Boulevard, Chicago. Their complete Spring lines are now on display.

GOING STRONG ! !
Our Spring Line
of
Blouses and Vestees
To Retail Profitably at
$1.95
In
JACQUARD BROADCLOTH
PIQUE and NOVELTY FABRICS
"To see our line is to buy our line"
KELMAR
WAIST & DRESS CO.
260 WEST 39th ST-N.Y.
Phone Wisconsin 2775

BLOUSES
Tailored and Novelty
To Retail at $1.95
SILK BLOUSES
Novelty and Tailored
To Retail at
$2.95 and $3.95
In White and New High Shades
MITCHELL & WEBER
INC.
213 W. 35th St., N. Y.

Have you a
Store or a **Department**
to **Sell** or **Rent?**
Use the
Classified Advertising Columns of
Nugents
The Garment Weekly
1225 Broadway, New York

— Presenting —
IMPORTATIONS
BLOUSES
featuring
The NEW BANDANNA and INDIAN PRINTS
$6.75 to $15.00
VENIDA FROCKS CORP.
212 West 35th Street, N. Y.



Showing A Bigger and Better Line of

Children's Dresses

100 New Styles

Street and Party Wear

Long and Short Sleeves

SIZES 7 to 14

In Weighted Crepe de Chine and Capitol Silks

Also a Full Line of

Confirmation & Graduation Dresses

SIZES 7 to 14

$3.75

A Special Group of 50 Styles

SIZES 2 to 4 and 3 to 6

In Crepe de Chine and Capitol Silks

$2.75 to $3.75

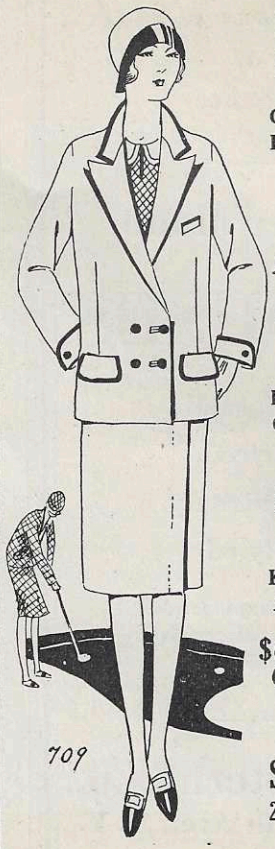
See This Line for Bigger Values

Send for our Illustrated Catalogue

Leonora Dress Co.

151 West 26th Street

New York



SUITS

GOING OVER BIGGER THAN EVER

ALL WOOL

TWEEDS

RAYON AND CREPE LINED

14 to 38

$5.75 to $8.75

KASHA SHEENS AND TWILLS

$8.75 to $12.75

SOL. S. HAND

213-223 West 35th St

NEW YORK

Help

in engaging the new **Buyer, Manager, Sales Executive** or **Assistant,** your organization needs may be obtained from reading NUGENTS' Classified Advertising Columns section, or from your own Advertisement inserted in this section.

Address the Classified Advertising Manager

Nugents The Garment Weekly

1225 Broadway - New York

"Pretty Maid" DRESSES

America's Largest Children's and Junior Dress House

Perlmutter, Mittelman & Co.

132 W. 36th St., N. Y.

Telephone—LACkawanna 8306

JUVENILE

"Lindner Lodge," Cleveland Store's New Apparel Section for Young Girls

AN apparel department for girls at the "awkward age," handled in an entirely new and original manner is being developed by the Lindner Company, Cleveland, Ohio, an institution noted for its individuality. Here the young girl may assemble a wardrobe equal in style and quality to that of her smart mother and older sister.

"The small girl and junior miss have been dreadfully negelected in the past," according to R. E. Morris, merchandise manager. "Many attempts have been made to remedy the situation, but with little success. The real trouble is that there are not enough manufacturers making a high type of young girls' clothing.

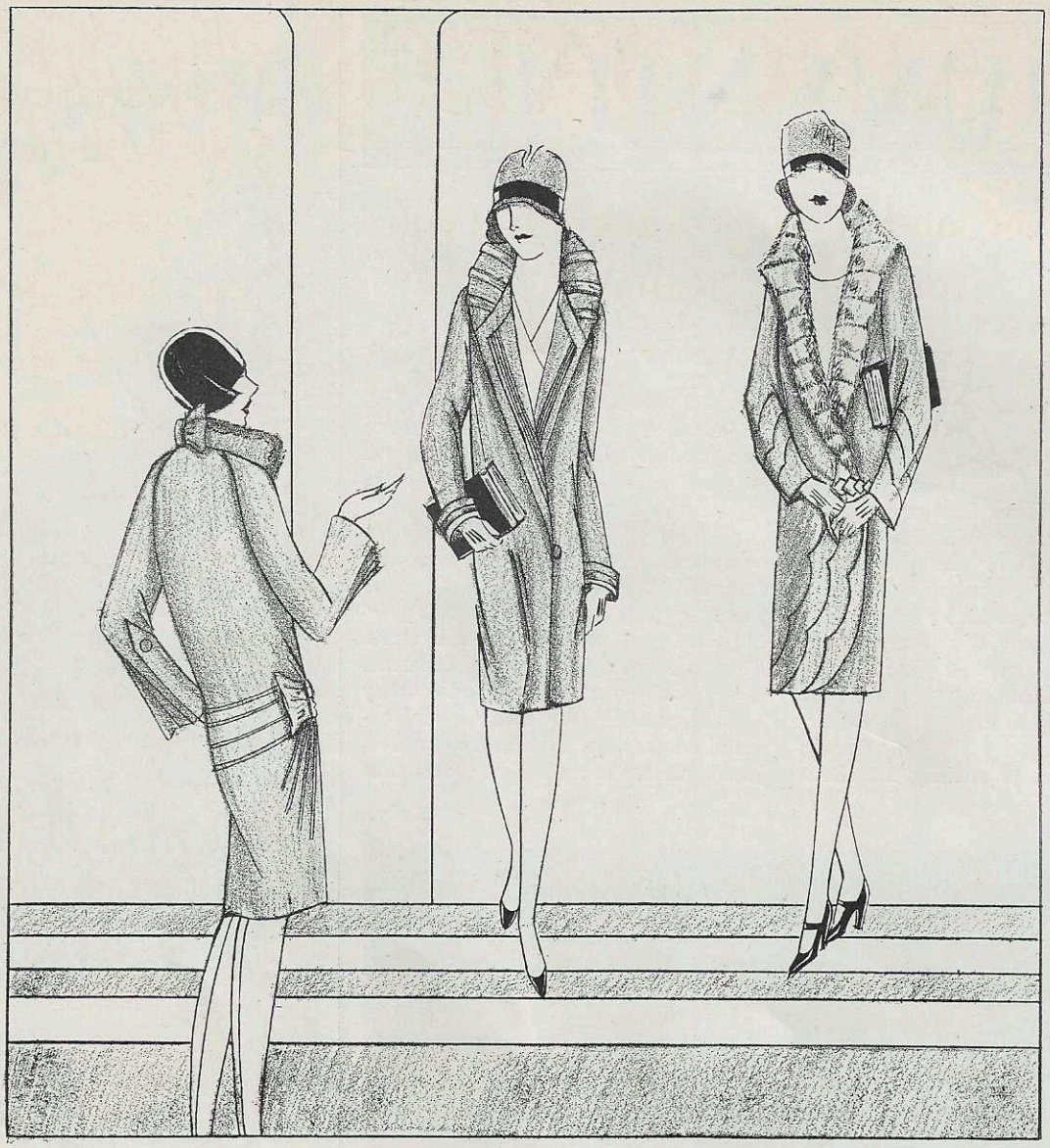
"Recently several of our best customers have told us they had to go to New York to find the sort of smart things they wanted their young daughters to wear," Morris continued. "Even there, they said they could not always find just what they desired. So we decided it was up to our store to establish a good junior department.

"But we soon discovered why so many such departments have proved failures. We went to the makers of junior apparel, and found that garments of genuine chic were very rare. Then we went to the establishments which supply us with good quality women's and misses' apparel, and ordered adaptations of regular styles in junior sizes. It took some persuasion, but now we're getting the sort of thing we want."

As a result, the department is showing smart sports costumes and afternoon frocks which delight the hearts of young sub-flappers and their mothers. Small women, too, are dis-

(*Continued on page 75*)

View of the new juvenile apparel department known as the "Lindner Lodge," at the Lindner Company, Cleveland, O.



Newman & Klein *D. Strauss* *Cass & Rosenthal*

Broadcloth Tucked in New Ways in Junior Coats

These Are the Types of Junior Spring Coats Suggested in NUGENTS *Merchandising Calendar for Early Spring Selling*

LIGHTWEIGHT broadcloths, including kasha broadcloths, seem to be the accepted fabrics for fashioning dressy Spring coats for the smart junior miss. The latest models reveal much use of the Queen Ann collar either fashioned of fur or fabric.

The center model above, depicts this type collar fashioned of self fabric banded with matching satin. Satin bands on cuffs and tucked lapels add further interest. The coat shown at left incorporates many new effects such as the novel arrangement of tucks on the body of coat, a pleated godet inset on sleeve, chic bows for adornment and a standing collar of sunray mole. Cocoa brown broadcloth fashions the coat, shown at right, which highlights curved tucking and the much vaunted pointed shawl collar developed in dyed squirrel.

RAINCOATS

Velvet and Piping Favored Trimmings for Raincoats

Sherman Bros. *Channel Raincoat Corp.*

TWO versions of the smart belted raincoat for Spring present types of elaboration that are finding favor in many collections. Left—A model in alligator pattern flaunts matching velvet collar and cuffs. Right—Navy blue leatherette model is fleece-lined and is trimmed with white piping.

Latest Styles in Millinery

—

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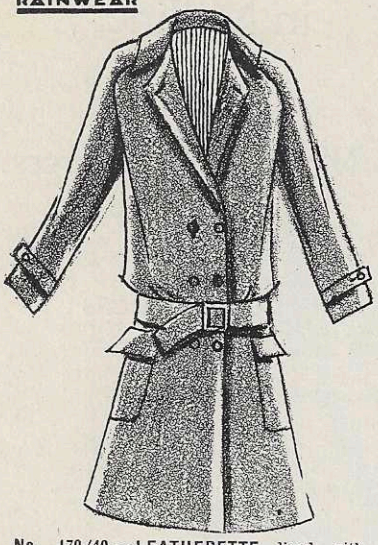
The Millinery Trade Review

1225 Broadway
New York

TRIANGLE RAINWEAR

Corduroy Lined Sport Coat



No. 170/40 — LEATHERETTE lined with corduroy which is very practical and warm. This garment is smartly tailored and has patch pockets and a belt. Developed in black and tan in sizes 14-42.

$6.50

SEE OUR SPRING LINE
IMMEDIATE DELIVERY

TRIANGLE
RAINCOAT CO., INC.
1385 Broadway, New York

Look Here—

for the Department you want to rent. Or advertise your wants in these columns. Your message will be read by the store owners and executives you wish to reach.

Address
the Classified Advertising Manager

Nugents
The Garment Weekly

1225 Broadway - New York

RAINCOATS
LEATHERETTE
FLANNEL BACK
ALLIGATOR DESIGN
$2.75

Showing a complete line of Leatherette Raincoats
LADIES, CHILDREN AND MEN
CHANNEL RAINCOAT CORP.
535 8th Ave., New York

Maintain the *Style* Appeal

THOSE who profited by the unprecedented vogue for raincoats and rainy day sport coats are naturally desirous of seeing to it that the style appeal and style basis which have done so much to stimulate the demand for this type of garment, shall continue to be developed.

Why the raincoat wasn't lifted out of its dull obscurity long before this has been a source of wonder. Logically, a drab, dreary, dismal day should be the time for an extraordinary display of color. But somehow such a natural development did not come until comparatively recently. Suddenly across the horizon, just a little while back flashed a rainbow as a harbinger of a great change. Like all omens of the gods, this one also has been fulfilling its great promise.

Certainly such a success could not have been achieved had it not been for the assistance afforded by the manufacturers. A great deal of credit is theirs for pioneering work. Most of these men were doing an adequate business on the staple lines which they were making. They had been operating for years in the same way and had accustomed themselves to the vicissitudes of their calling. For a long time, though, there had been occasional departures from such standardization. Recently, as it has been pointed out, this movement affected the whole trade. Color, backed by authentic style, made its appearance.

In a Fashion Setting

Today there is such a variety of shades that almost any effect can be created. How well this fact lends itself to unusual and individual presentation can readily be understood. Along Fifth Avenue, that sensitive artery of style consciousness, display has undergone vast changes. Priceless window space is given over to the raincoat showings. Consumer interest is here created which is satisfied by the ample stocks on the upper floors. In delightfully appointed salons the customer is invited to view the collection unhurriedly. A wide range of garments in the latest style and in a galaxy of colors is presented to her. Women no longer wait until a rainy day to purchase raincoats; they buy them in advance of the actual need. There is a continuous attraction in clothes of style.

Most of the department stores in New York City carry substantial assortments of these utility and rain coats and it is a fact that this holds true for every large city in the nation. A leading manufacturer, on the completion of a recent country-wide trip, expressed his happy amazement at the size of the stocks carried. Gimbel Brothers, Philadelphia, carry an immense raincoat supply and afford it exceptional display advantages. Bullock's and the May Co., both in Los Angeles, give timely show to their large stocks of these coats.

Some Imports

A large number of the exclusive shops in New York and elsewhere feature importations. This is done, not because the foreign-made coat is superior to the domestic one but for the reason that their clientele demands that class of merchandise. It is true, however, that the European designer works out coats in materials never before attempted for this merchandise. At present the crepe-de-chine family of silks is receiving a great deal of attention. This material lends itself so readily to new style effects in raincoats that it will demand an ever increasing share of notice.

Several stores intend to concentrate this season, as they did last year, on the trench type of raincoat. The double-breasted military model will be very much in evidence and will come mostly in three-quarter lengths. Some of these coats will have the fly effect lapel and the others will be plain.

A new note will be struck with the adaptation of harmonizing shades. That is, the linings are to be made of a color that blends nicely with the color scheme of the outer material of the raincoat. Novel and striking effects in reptile combinations may thus be obtained and the entire plan carried out even to the lining. In addition to these materials tub silks, satins and velvets are finding favor.

There is a tendency among some of the better grade raincoat manufacturers to evolve styles this season from gabardines. This, however, is in the nature of an experiment for gabardines confine themselves to just about four colors and therefore do not permit a variety of effects. Then, too, these are much higher in price, many of them retailing for $25 and more. It seems as if there ought to be a fertile field at this time for a good novelty coat.

Manufacturers, resident buyers, and merchandise managers are all in accord about the raincoat situation. They prophesy an exceptional season to come for these coats and they believe that new records will be established for the sale of this merchandise.

News of the Trade in Brief

When Sam Margulies was installed as president of the Commission Resident Buyers Association, recently, he took occasion to tell the 500 members and friends present something of the efforts of the organization. In part he said: "There is no association of a similar character in America today that has a more stringent code of ethics than ours. We want in our association only those men who personify honesty, integrity and fair dealing. To that end we have striven with might and main to weed out the undesirables. A membership in our association today means a standing in the community, it entitles its holder to the respect and confidence of his fellow business men. We must impress outsiders, the manufacturers and our customers, with the meaning and scope of our association. We must make them understand that it is one of honorable and reputable business men; that our business is a legitimate one; that our policies are eminently and essentially honest ones, and that in their dealings with us they must be as fair to us as we are to them." He further asserted that the combined buying power of the association was over $100,000,000 of merchandise annually. The other officers installed at the time were M. Batavia, chairman of the board; J. Thomas Arnold, Sr., first vice-president; I. Cohen, second vice-president; J. Anstendig, third vice-president; J. J. Fertig, secretary; and M. Dreyspool, treasurer. The affair took the form of a dinner and entertainment, held in the grand ball room of the Hotel Pennsylvania, on January 14th.

The Smartline Garment Co. has re-entered the coat field and is now making an extensive line of coats at 1385 Broadway. The company consists of B. A. Wechsler, who previously headed it when engaged in the production of stout coats, Henry A. Goldberg and Nat Stern. Mr. Goldberg comes from Harry Kitzinger, after five years' affiliation, and will cover New York State and Pennsylvania. Mr. Stern was associated with Morris W. Haft & Bros. for the past 12 years. He will cover New England, and will make his headquarters in the Boston office. Mr. Wechsler will cover the city offices and look after the production end of the business. All three men are busily engaged in their work.

Charles Selwyn, formerly with Jacob Sperber, Inc., has joined Petite Chic Coats, Inc., of 257 West 39th Street, as general sales representative and will have charge of the New York office and the incoming trade.

H. Schwartz, of 1385 Broadway, are featuring, in addition to their regular line of Spring coats, a group of two and three-piece suits.

Felix Lilienthal & Co., resident buy-ers, have become New York representatives for the T. H. Williams Co., of Austin, Tex.

Harry G. Haft, of the firm of Morris W. Haft & Bros., of 1385 Broadway, is receiving many hearty congratulations on the birth of a daughter, which occurred on January 12th.

Jack L. Horowitz, of the firm of Weinreb & Horowitz, manufacturers of dresses, is now on his way to the Sunny South as a passenger on the Shawnee, sailing for Havanna. He plans to spend three weeks vacationing, and will put in the last week of it in Palm Beach.

Charles G. David, president of Charles G. David & Co., Inc., of 230 Fifth Avenue, foreign mill agents, has been abroad for several months styling the various mills they represent for the coming Fall season, in dress goods and woolens. He returned recently on the Majestic.

Louise-Miller, Inc., is a new Indian-apolis, Ind., specialty shop, which will open on February 6 with a line of high grade dresses, coats, millinery and accessories. The store's activities will be directed by Miss Louise Christenson, formerly buyer of dresses for the E. O. Langen Co. specialty shop, and Mrs. Dea Miller, at one time assistant dress buyer for the same concern.

Joe Sachs has joined the Regent Waist & Dress Co., Inc., as advertising manager. In his new position he plans to install a special mail sales department for his firm, do special sales promotion work, and attend to the trade paper advertising. The company makes a line of $6.75 dresses for misses and juniors. Prior to making this connection, Mr. Sachs was advertising manager for Lish Bros. and for the Alwin Hat Co., and for some other concerns. He was at one time on the staff of NUGENTS.

Herzbergs, 1519-21 Dodge street, Omaha, an exclusive women's wearing apparel establishment, has taken a long time lease on the entire fourth floor of the Brown block, with 4,500 feet of floor space. This room is next door to the present Herzberg store and spacious archways will join the two buildings. An exclusive shop for juniors will occupy the south end of the present store's fifth floor and the sixth will contain a new sports wear department. A popular priced dress section will take up most of the room in the newly acquired site. "Our expansion is necessary because of the increase in business," Mr. Herzberg says, "and it's an expression of our confidence in Omaha and its continued prosperity." Twenty-five additional employes will be required to operate the new departments.

Joseph H. Cohen, retired coat and suit manufacturer, has been elected president of the Pennsylvania Exchange Bank, and was tendered a dinner at the Hotel Biltmore, Jan. 22, by the Business Men's Committee. The dinner was attended by 1,000 persons. Mr. Cohen has earned the affection and respect of his contemporaries by his philanthropic acts. He is the founder of the Jewish Social Center, which has enjoyed an astounding and gratifying success during its short lifetime. He has also established a medical social service which will open its doors in several months. Since his retirement from the trade a year ago, he has often served as a referee and adjuster in business disputes. Attorney General Albert Ottinger was one of the principal speakers at the dinner.

The Resneck-Berger Co., who oper-ates a chain of ready-to-wear establishments, have concluded negotiations for the purchase of Mayer Bros. Co. department store, of Lincoln, Neb. Mayer Bros. Co. is one of the largest and best known department stores in Nebraska, having been established for 45 years. The purchase involved the complete possession of all stock, fixtures, long term lease and good will, aggregating a value of over $400,000. This makes the sixth store in the Resneck-Berger Co. chain, the others are located at Canton, Ohio; Eau Claire and Fond-du-Lac, Wisconsin; Wabash, Indiana, and Jacksonville, Florida.

The Ocean Bathing Suit Co., of 116 West 23rd Street, will move its show and stock rooms to 10 West 23rd Street, where 10,000 square feet of space will be devoted to these purposes. The factory will remain at the original location. The company was organized in 1883 by Michael Murphy, who though past 80 years old, is still its active head. Other officers of the concern are J. Edward Murphy, vice-president; Alfred Murphy, secretary; and Alferd H. Munkenbeck, sales manager.

O. Charles Weisselberg, for the past 14 years secretary and treasurer of Marcus Saul, Inc., Jamaica, N. Y., has disposed of his interests in the company and resigned his office. Mr. Weisselberg has purchased the interests of Marcus Saul in Saul's Apparel Shops, Inc., a separate corporation which operates the "Saul's" store at Jamaica, Long Island, and will hereafter control and manage Saul's Apparel Shops, Inc.

David N. Mosessohn, executive chairman of the Associated Dress Industries of America, made an address over the radio reecntly on the subject of a better understanding between the new and old generations. The speech was broadcasted by station WEAF.

KATZ Furs

EVERY FUR AT EVERY PRICE

THREE GOOD MONTHS FOR FUR COAT SELLING

SHREWD merchants will roll up volume in fur coats during the months of January, February and March.

To be sure, fur coats to sell fast during these months must be of good quality, styled right, made right and priced right. Women who buy now usually know exactly what they want and have a good idea of what sort of fur coat they may expect to receive for the amount of money they are prepared to spend. ¶ You can capitalize this demand with the right furs—and at SAMUEL KATZ you'll find them! By beginning now to hold profitable fur events, special sales or regular sales you will continue to make the most of mid-winter calls.

Our Scarf Line is ready. Call on us for all your requirements.

SAMUEL KATZ

104-112 WEST 29TH STREET

NEW · YORK · N. Y.

When placing orders with Samuel Katz, please mention NUGENTS—The Garment Weekly

FURS

Installing a Storage Plant for Furs Is a Costly Affair

THINK twice before you start a cold storage plant as an adjunct to your business.

Cold storage of furs is a very risky proposition, one which may cost you far more to operate than you had thought as you planned it, and therefore, one which should be thoroughly investigated before any money is spent on it.

It is true that fur retailers who own and operate cold storage plants for the care of their own furs, as well as those of their customers, have in many cases found the venture profitable. In addition, the keeping, cleaning and repairing of the fur coats entrusted to them opens a field for new business which the dealer without such facilities cannot enter.

But the fact remains that it will cost a lot of money to open and operate a cold storage plant. Whether this will prove a good investment depends on the answers you can make to such questions as:

Make Sure of Your Field

Is there a real demand for cold storage in your town?

What income can such a plant bring to you?

How many people in your town own fur coats of sufficient value to warrant the expectation that they will store them in your plant when installed?

What numbers of such people are within trading distance of you, and what assurance have you that they will make use of your facilities?

How far are you from the nearest city in which there is a cold storage plant?

Is it strictly necessary to build up your fur department?

Questions such as these deserve consideration first. They are more vital even than those referring to cost, because without a field, no business can be done. If you have a possible following, you might operate a cold storage business without having a plant, therefore, consider these questions most carefully.

Assuming that you can answer all of them satisfactorily; that there is need for cold storage of furs in your town, and that you can operate such an addition to your regular business, it is time to take up the question of costs of operation and maintenance.

The installation of a plant will cost at least $20,000, according to estimates of practical furriers in this city. It may cost much more, the sum depending upon the proposed capacity and type. In speaking of this item, the general manager of a large wholesale fur house in New York took the writer into a room about 20 x 25 feet and said: "A plant with the capacity of this room cannot be installed for less than $25,000."

These figures at once suggest questions as to interest. At six per cent. they mean $1,200 or $1,500 which must be earned before the costs of operation can be reached, and profits come still later in the calculation. Another very important thing to consider is the time your lease has to run, and the possibility of renewing it. One does not wish to spend such sums on an improvement and then have to move soon, especially as it is costly to move a storage plant, and reinstall it in a new location.

The many novel treatments in this wrap may be utilized in any striped fur coat. The mosaic design on the skirt, the new type of gauntlet cuff and the high Russian collar closing are pleasing effects. M. Vergne, designer, adds a leather belt

Lease Space, Don't Build

So much for the difficulties which may have to be overcome. Now for the more favorable side to the question. Many a fur retailer operates his cold storage business in a plant owned and operated by others, leasing the space he needs in their vaults. This you can also do.

Therefore, the first thing for you to do after you have determined to go into this field, is to find out where there is a cold storage plant which you can use, and what it will cost you for the accommodations you require at the start, also whether you can secure additional facilities when the business grows.

Some stores handle storage business without even the facilities of a suitable plant in town. You can send the furs to a city 200 or 300 miles away to be stored if necessary. In that case you will have express charges, insurance and a pro rata share of the rent of the space in the vault to pay. It will be a lot cheaper than operating your own plant. Also it will enable you to experiment without risking much of your capital.

The advantages of operating a cold storage department in your business are many, as you probably know already. The care of the coats you store does not cost much, the owner pays usually on a percentage of the value she sets on the garment. The rate in New York is around two per cent, and the risk is covered by insurance which allows a good margin of profit.

Repairs Are Profitable

Your contract with the customer calls for cleaning the coat before it is put in storage. Here is the opportunity for an examination of the coat with a view to repairing worn parts, putting in new linings, etc., and, what is much more important, you can estimate the further usefulness of the garment and prepare to offer the owner a new coat before any other store in town knows she is a prospect.

Handled properly, a fur storage department is an important adjunct to any fur business, but there is no need for risking large sums in starting it.

¶ *Posing these fur coats on the girls in a show at the local theater led to many sales for a West Virginia retail store*

An Economical Fur Style Show

HERE'S a suggestion for the presentation of ready-to-wear which comes from Rosenberg's Smarter Shop of Fashion, a live specialty shop at 112 South Fourth Street, Clarksburg, W. Va., a city of over 30,000 population, located in the heart of a hilly mining and agricultural section.

S. A. Rosenberg, in telling of the use he made of the idea, said: "Two individuals, Pepple and Woodyard, manage an act which they call 'Follies and Fashions' and play it in cities where they can secure stores to cooperate with them. They feature seven girls as they were entries in the Atlantic City Bathing Beauty Pageant, and present a pleasing revue of songs and dances. During the act these girls display dresses and fur coats, and it is announced from the stage that the garments displayed are from the store which furnished them.

"This proved a good piece of advertising, as it was an original way of presenting to the public entertainment, coupled with live advertising. It proved its worth as sales resulted from the display, during a period when the weather was warm and sales of fur coats were decreasing.

"As our business is furs the display was confined to fur coats. It interested all who saw it, even the men were heard to make comments to the effect that this was the first time they had viewed a display of fur coats in a palatable form.

"The show was presented on four successive evenings, the coats being different at each presentation."

Mr. Rosenberg did not advise us as to the cost of the display, or of the means he took to care for the fur coats used, but that detail is negligible. The important fact is that other stores can readily arrange for making such displays with traveling shows booked to appear in their cities.

The girls took the names of cities in the vicinity for the display.

The Week in Furs

FUR buyers in the local market and elsewhere will find a grain of comfort in the situation which developed in Winnipeg, Man., on the recent opening of the first fur sale of the season. There was a fairly large collection of skins in a wide variety of pelts offered for the two-day sale, but the result was not altogether reassuring as a market indication. In fact, it is considered here that the existing conditions in the local fur trade are to some extent responsible for the lack of bidders' interest.

WHILE some 96,000 muskrats were awaiting purchasers, it developed that actual sales thereof totaled less than 15,000, all the rest having been bid in by their owners. Weasels brought about 15 per cent less than recent prices ruling in New York, and resulted in the sale of about 15,000 skins out of the 27,000 offered. An average of $46 was paid for about 100 white foxes, while from a lot of 250 cross foxes, the best brought around $140, and the medium skins ranged from $40 to $75.

FEBRUARY 3 has been selected as the date for a trade practice conference in the fur industry, according to a notice sent to David C. Mills, secretary of the National Association of the Fur Industry by a member of the legal staff of the Federal Trade Commission. The meeting will be presided over by Federal Trade Commissioner William E. Humphrey, and is understood to have been called in connection with the use of trade names for the exploitation of coney products which imitate beaver and seal. The meeting will probably be held at the offices of the Commission in the Custom House, but may be in a larger room elsewhere.

SAMUEL N. SAMUELS, who has headed the Associated Fur Manufacturers, Inc., for seven successive years, and then at the last meeting of the organization declared that period to be "enough for one man," has been prevailed upon to retain the post for another year, on the plea that "it was unfair to turn over to a new president certain association work which is still in a formative stage." The work referred to is said to be a plan which for some time has been under consideration for changing certain methods of transacting business in the wholesale trade, but has not as yet been disclosed. This plan, however, is expected to be made public in the trade within the next few weeks.

THE new officers of the Associated Fur Manufacturers, Inc., for 1928 as elected at the meeting of the board of directors last week, are as follows: President, Samuel N. Samuels, of Weinstein & Samuels; first vice-president, Harold A. Reich, of R. Reich & Son; second vice-president, Frank Herskovitz, of Frank Herskovitz, Inc.; third vice-president, Louis F. White, of Vogel, White & Co.; secretary, Charles Cohn, of the Charles Cohn Fur Co., and treasurer, Harry Aron, of Harry Aron & Co.

The principal business which followed the election of these officers was the consideration of a plea by President Samuels for world-wide cooperation for the betterment of existing conditions in the fur industry.

BUYERS REFERENCE PAGES

DRESSES

ANSONIA DRESS Co.
Specializing $16.75 DRESSES for Misses and Ladies
1385 Broadway, New York

Specializing on WONDERFUL DRESS VALUES AT $6.75
Send for Samples of These Styles
BETSY ROSS DRESS CO.
463-7th Ave. New York, N. Y.

BILTWELL DRESS AND COSTUME CO.
Up-to-the-Minute
DRESSES
$10.75 and $16.75
Stock always on hand for
IMMEDIATE DELIVERY
252-254 West 38th Street
New York

M. BLOCH & Co.
525 Seventh Ave.
NEW YORK CITY. N.Y.
BETTER DRESSES AT POPULAR PRICES

Metal Brocades
Velvets — Satins
for Misses and Women
Claridge Frock
226-228 W. 37th St., New York
LACkawanna 6480

Over 150 New Styles $6.75
SPORTS DRESSES
Juniors', Misses', Women's, Stouts
KING & APPLEBAUM
462 7th Ave., cor. 35th St., N. Y.

Stout DRESSES
A line that can not be duplicated.
$10.75 to $29.75
501-7th Ave. cor. 37th St., N. Y.
LINDE & RUBIN

"Lindner Lodge"

(Continued from page 67)

covering that they can be fitted in the 13, 15, and 17 size range. There are sweaters and skirts, one and two-piece sports dresses, three-piece ensembles, silk dresses in the new American Indian prints,—in fact everything that is style-right for women or misses, simplified and adapted to the young girl without losing anything in fashion or quality.

There are leather coats in junior sizes, exactly like those in the regular sports department, made to order for the new section. There are bathing suits, too, and all sorts of special garments and accessories. Eventually, Morris hopes to have the department complete even to hats and shoes.

In one corner of this interesting floor a unique method of displaying sports apparel and equipment has been devised. This is "Lindner Lodge," where the new junior attire is shown in conjunction with girl scout uniforms and equipment, for which the Lindner Company now has the exclusive agency in Cleveland.

A log cabin of generous proportions has been built and furnished in camp style. Over the rustic mantel is a framed copy of the girl scout laws. On a nearby wall is the scout map of the United States. Rough-hewn tables, benches, wall cabinets and a desk furnish the "lodge." Leather pillows, bright Indian blankets and primitive pottery add color and atmosphere. Canteens, watches, compasses, hatchets, first aid kits and all kinds of girl scout equipment, as well as the uniforms, are displayed and sold here.

"Lindner Lodge" is the nucleus of the new scheme of display and decoration for this floor devoted to youth. Complete rearrangement of the entire floor is scheduled.

It is not only the girls of scout and sub-deb ages who receive attention here. The floor comprises four distinct shops, classified according to ages. First there is the baby shop, presided over by a trained nurse. Here the child up to two years of age can be outfitted. Next comes the 2 to 6 year-old shop, then the 7 to 14, and last the 13 to 17 shop.

The Channel Raincoat Co. have moved from 142 West 36th Street to much larger quarters at 535 Eighth Avenue, where it has greatly increased its production facilities, and is now showing the Spring line of raincoats and leatherettes.

COATS & SUITS

Note New Address of
FLASTER & BLIER
Manufacturers of
STOUT COATS
For the Tall and Short Woman
134 West 37th St., N. Y.

"Styles of the Hour"
Montgomery & Co. INC.
Coats—Suits—Dresses
Immediate Delivery
216 W. Adams St., Chicago

SCHONBERG
DIAMOND & SILVERMAN, INC.
Manufacturers of JUNIORS & MISSES COATS Jobbing Trade for
229 W. 36th St., New York

JR. & CH. WEAR

RABINOVITZ & KINSBERG
Makers of
Children's, Girls' and Juniors'
WHITE and PARTY DRESSES
Established for a Quarter of a Century
520 EIGHTH AVE., N. Y.

Resident Buyers

LET US DO YOUR BUYING
Competent New York representation offered to you at no cost. Avail yourself of our Buying Service.
MOCH AFFILIATED BUYERS, INC.
Ready-to-Wear and Millinery
1340 BROADWAY, NEW YORK

WOVEN LABELS

HERCULES WOVEN LABEL CO.
"STRONG FOR QUALITY"
Manufacturers-All Kinds-Silk & Cotton
200-5th AVE., NEW YORK

MARKET PLACE

RATES
SPECIALS FOR BUYERS—15c a word for one week; 14c a word for seven weeks.
BUSINESS OPPORTUNITIES—90c a line for one week; 85c a line for three weeks.
SITUATIONS WANTED—30c a line for one week; 25c a line for three weeks.
ALL OTHER CLASSIFICATIONS—65c a line for one week; 60c a line for three weeks.
Minimum charge, 12 words or 2 lines.
Count six average words to the line.
Box number charged as six additional words.

Nugents The Garment Weekly

FORMS CLOSE FRIDAY FOR THE ISSUE OUT TUESDAY FOLLOWING

Six Days Advertising At One Cost!

All advertisements appearing in NUGENTS, The Garment Weekly, are inserted without additional charge in NUGENTS GARMENT BULLETIN, distributed by messenger DAILY to all arriving buyers registered at New York hotels and buying offices. The Daily Bulletin is also distributed by messenger to resident buying offices and to a selected list of worthwhile garment manufacturers.

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Chicago Office, 237 So. Wells St., Harrison 5218

OFFERINGS FOR BUYERS
And PRICE GUIDE FOR RETAILERS and RESIDENT BUYERS

COATS—JUNIORS & MISSES

JUNIORS' AND MISSES' COATS FOR Jobbers only.
SCHONBERG, DIAMOND & SILVERMAN, Inc.
229 West 36th St.

COATS

$10.75–$49.75—SPORT COATS FOR Southern Wear.
BLATE BROS., Inc.
225 West 35th St.

$3.75–$6.75 LADIES' SHEENS, TWILL cords, kashas, sports.
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Walls color-toned to display merchandise.
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FOR RENT—SUITABLE SPACE FOR YARD goods department in a live-wire store in Ashland, Ohio. Possession at once. If interested, write

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Ashland, Ohio

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FOR RENT

FOR RENT—STORE IN BEST BUSINESS section: Nostrand Ave., Brooklyn. Will sell fixtures cheap. Established location for millinery store for 12 years. Call Decatur 3324.

WARREN, PA.—FOR RENT, FOUR STORErooms now building; ready about April 1st; suitable any retail business; modern fronts. Inquire

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FOR RENT, MAIN ST., ASHTABULA, Ohio. Brick store, 23 x 113 ft. Good location; ladies' apparel. Box 1041, NUGENTS, 1225 B'way, N. Y C..

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HELP WANTED---SITUATIONS WANTED

HELP WANTED

OLD-ESTABLISHED STORE IN A SOUTHern city (population 70,000) offers a position to a man or woman of ability who is capable of buying for and managing a ready-to-wear department. Must have had southern experience. Box 1042, NUGENTS, 1225 B'way, N. Y. C.

ARE YOU LOOKING FOR COMPETENT Help? Tell the readers of NUGENTS about the vacancy in your organization.

SITUATIONS WANTED

YOUNG MAN, NOW ASSISTANT BUYER, wishes connection February 1st as buyer for ready-to-wear department, catering to medium and better class trade. Protestant; knowledge of New York Market. Capable merchandiser. Proven ability in management of help and handling of refined clientele. Box 1040, NUGENTS, 1225 B'way, N. Y. C.

EXPERIENCED READY-TO-WEAR AND Millinery operator, age 42, wants position as manager. L. C. M., 1303 West Second, Waterloo, Iowa.

M. A. DUNN,
Classified Advertising Mgr.,
NUGENTS—The Garment Weekly,
1225 Broadway, New York City.

You may publish the attached classified advertisement in the next issue of NUGENTS—The Garment Weekly. Send us a checking copy.

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Fill Out the Above and Attach Copy

News of the Trade in Brief

More than 1,000 members of the silk industry and their guests were present at the 56th annual dinner of the Silk Association of America, Inc., which was held in the grand ball room of the Hotel Astor on January 19. Prominent silk men from all sections of the United States and of foreign countries, together with officials representing the silk producing and manufacturing nations were present in large numbers. Robert J. F. Schwarzenbach, vice-president of the association presided. The list of speakers included Samuel W. Reyburn, Hon. Frank B. Willis, Donald Ogden Stewart, and Beverly Nichols. Music was furnished during the dinner hour by Paul Whiteman. The officers of the association are as follows: President, H. Schniewind, Jr.; vice-presidents, Emil J. Stehli, Robert J. F. Schwarzenbach and Albert Forsch; secretary and treasurer, Ramsay Peugnet; member of executive committee, H. H. Merriman.

The New York Metropolitan Display Men's Club will hold its annual ball and meeting on the Hotel Pennsylvania Roof, in the Butterfly Room of that hotel, in New York City on Saturday night, February 18. The entertainment committee has provided a very interesting program and a well-known orchestra will provide dance music. As many persons not expected, attended the affair last year, thus creating an embarrassing situation, all display men in the Metropolitan district who expect to be present should make reservations with J. Graham Waters, recording secretary, at 375 Marlborough Road, Brooklyn, as soon as possible.

Edward Buckley, formerly director of the budget for New York City, has been chosen to supervise a new department of the New York Ready-to-Wear Traffic Association. The new service will be the insurance department and a careful study will be made of insurance rates in the hope of securing a reduction of premiums for various types of insurance in the garment trade.

Louis Cohen, well-known cloak and suit manufacturer, formerly of 1370 Broadway, has opened his new quarters in the Lefcourt-State Building, upon which occasion he received the congratulations of his many friends in the trade.

Miss Fay Hall, buyer of sportswear at Hale Bros., Inc., has taken over, in addition to her other duties, the stoutwear lines, which comprise the "Victorian Department."

Morris Millard, Inc., manufacturers of better grade coats, suits and ensembles, have moved from 501 Seventh Avenue to 345 Eighth Avenue.

Albert Steiger, Inc., of Hartford, Conn., has discontinued its ground floor art and fancy department in order to provide space for the enlargement of the women's apparel shop.

The J. A. Post Cloak Co., Inc., have moved from 132 West 36th Street to more commodious and centrally located quarters at 244 West 39th Street, where their Spring line is now ready for inspection.

Julian Cohen, formerly with the apparel merchandise division of the American Retailers, Inc., has been appointed buyer of coats for the basement store of Abraham & Straus, Inc., of Brooklyn, N. Y.

Henry Firestone, formerly with Siegel Bros. and later with Benjamin Heidt & Co., Inc., is now promoting Miss Marylyn, Inc., the new firm located at 1359 Broadway, and sponsored by Gordon V. Lyons. The formal presentation of the initial line of coats for short women and juniors was very well attended.

John M. Robertson has resigned his position as merchandiser of ready-to-wear and buyer of coats and furs for Thomas Kilpatrick & Co., of Omaha, Neb. Mr. Robertson, who has been associated with the Omaha store in this capacity for the past eight years, intends to visit the Pacific coast on a two-months vacation, after which time he will consider his future plans.

The New York Ready-to-Wear Traffic Association, which is headed by N. A. Walsh, has opened offices at the headquarters of the Credit Clearing House, in the Grand Central Terminal Building, 15 Vanderbilt Avenue, New York. The association already has more than 100 member firms, according to Mr. Walsh, who was formerly in charge of the traffic department of the National Wholesale Women's Wear Association.

The Associated Service Wholesalers, at a recent meeting held at the Arkwright Club, considered plans for the 1928 campaign. The most important phase discussed was the organization's purpose to provide specialized service for small retail establishments. The Associated Service Wholesalers feel that they have not heretofore given sufficient attention to the problems of the smaller merchants and in the future, plan to extend to these retailers a managerial service similar to that received by chain store managers from their home offices. The service will be based upon a careful study of the needs of the specific stores served, and upon the proven experience of similar establishments. In line with this movement there will be offered a special merchandising, advertising and window-display service.

Features of the program of the coming convention of the Ohio Retail Dry Goods Association at Cincinnati, on February 21–23, as thus far determined include addresses by Robert Pogue, of the H. & S. Pogue Co., and Amos Parrish, of New York. There will be a smoker at which the merchants will be in three groups for discussion of problems of the day. One group will be of men doing business up to $100,000, another up to $300,000, and a third of those doing more than that amount. Among the topics for discussion are, leased departments; education for store service; modern millinery merchandising; Developments in yard goods and accessories; successful promotion of ready-to-wear department in small cities; how to conduct a cash business in a small town; the "retail method" for all stores. There will be a dinner and style show given by the Cincinnati Chamber of Commerce on the 22nd. Speakers invited for other sessions had not responded up to the time of this report.

Moe Erlanger and Herbert Slater have organized a new firm for the production of misses' and women's $10.75 dresses under the appropriate name of Quality Dresses, Inc., and are located at 205 West 39th Street. The initial showing of their Spring line was made last week. It consisted chiefly of cantons and prints, every dress having been made on the premises. There is also a collection of ensembles.

Harold J. Mitchell, formerly with Hillman's of Chicago, Ill., and previous to that with The Fair of that city as merchandise manager of apparel, has been made head of a newly created division of Gimbel Brothers, New York, basement store. In his new capacity, he will merchandise coats, suits, dresses, infants' and children's wear, stouts, and sportswear.

Murray Heidt, formerly of Liebman, Heidt & Lerner, has joined the sales staff of T. Klipstein, Inc., coat and suit manufacturers located at 1385 Broadway. He is now on the road with the Spring line, covering his territory, which includes New York State, Pennsylvania, Baltimore and Washington, D. C.

Jack Jessel, who previously represented the Ullman-Jessel Affiliates, Inc., 1372 Broadway, is now again associated with them and will cover the entire South for that organization. Jack Jessel is a brother of Joe Jessel of Ullman-Jessel Affiliates, Inc.

S. K. Goldstone, manufacturers' selling agents and Pacific Coast stock distributors (not jobbers), of Los Angeles Cal., recently announced their seventy-fifth anniversary with a folder calling attention to the firm's history, ideals and accomplishments.

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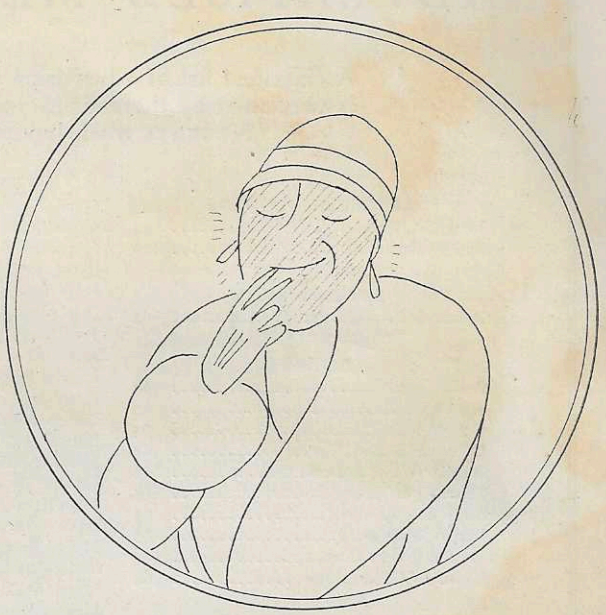
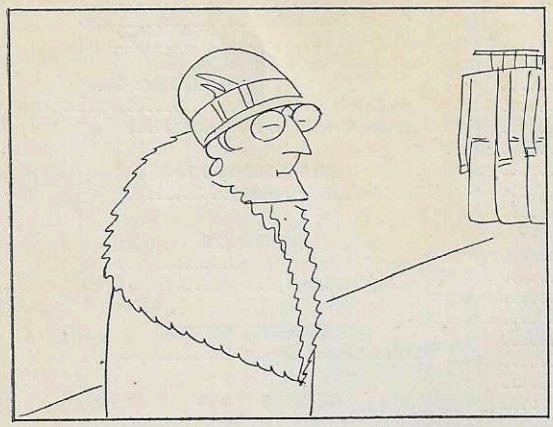
Trade Silhouettes

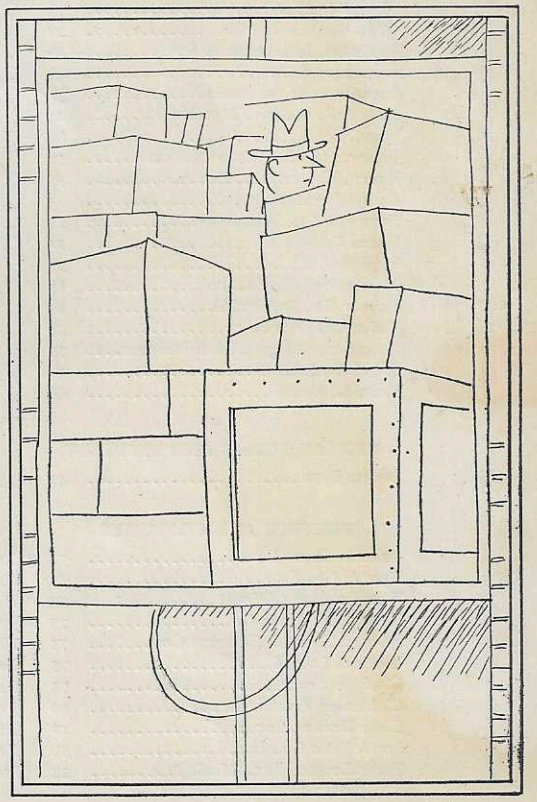
NOW THAT THE TRAFFIC IS KINDA HEAVY, ONE IS REMINDED THAT NEW YORK IS A FAIRLY IMPORTANT READY-TO-WEAR MARKET, AND HERE IS ONE OF THE COGENT REASONS WHY.



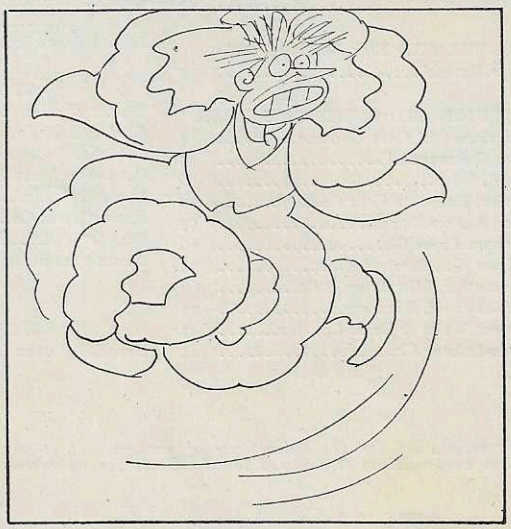
THE MARKET SEASON IS THE HEY-DAY OF THE ASSISTANT BUYER—SALESMEN PAY HER COMPLIMENTS, PAT HER ON THE SHOULDER AND SHINE UP TO HER GENERALLY, WHICH GIVES THE LITTLE LADY A FEELING OF IMPORTANCE THAT SHE DOESN'T QUITE HAVE AT HOME IN THE STORE—WELL, SOME DAY SHE'LL BE A BUYER AND SHE MIGHT AS WELL GET USED TO IT.



MISS WHOSIS THE BUYER FOR SO AND SO, INC., IS MAKING HER PRESENCE FELT IN THE MARKET RIGHT NOW. SHE IS GENERALLY RECOGNIZED AS A SMART GIRL, FOR DOESN'T SHE INVARIABLY POP THE QUESTION RIGHT OFF THE BAT IN EVERY SHOWROOM="TELL ME, NOW, WHAT IS THE LOWEST-PRICE GARMENT YOU MAKE?" VERY CLEVER PERSON INDEED!

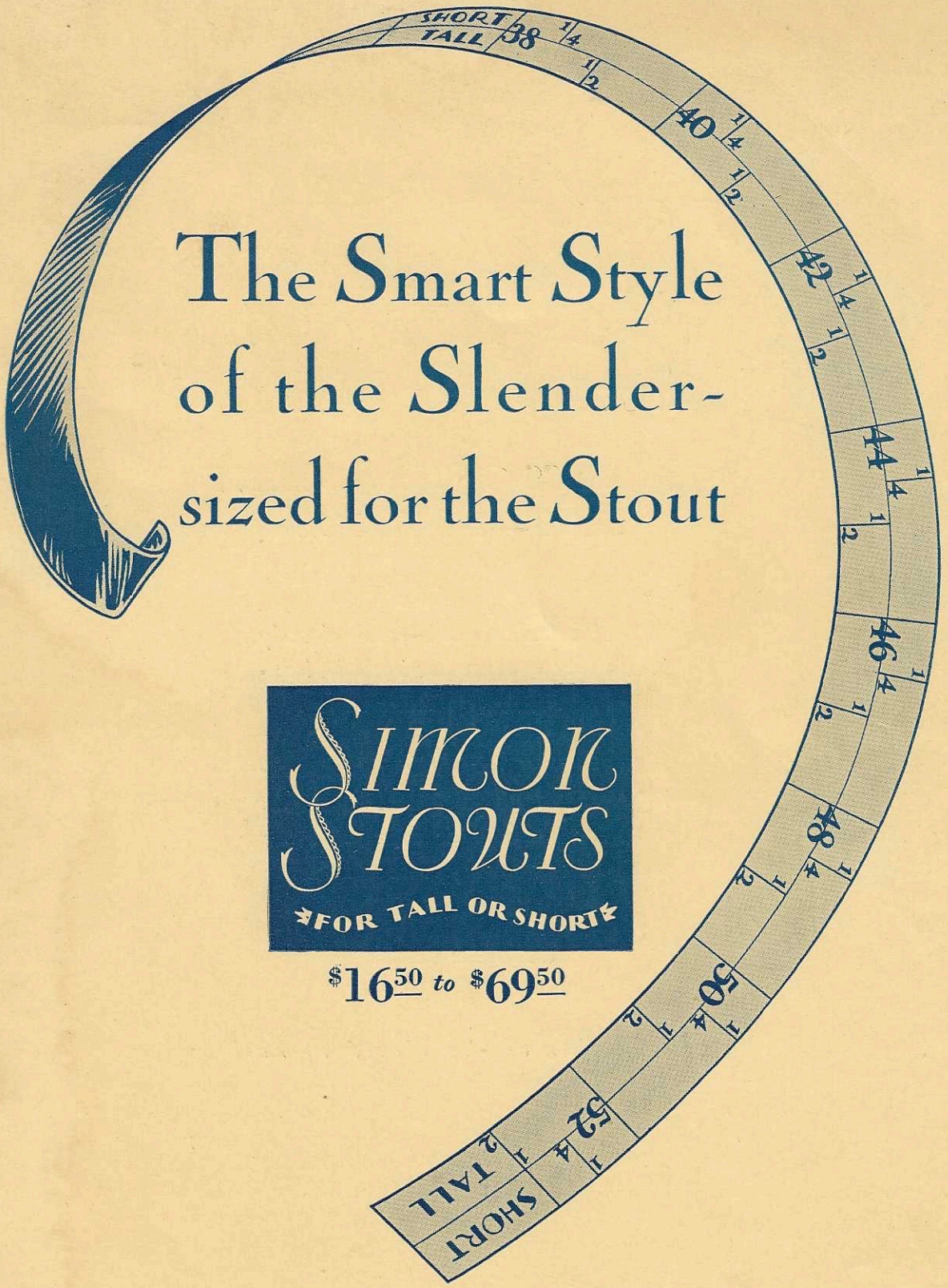


PICTURE OF A SILK SALESMAN CALLING ON THE CUT-UP TRADE— UNDER THE RULES AND REGULATIONS OF CERTAIN BUILDINGS, THE SALESMAN'S ENVELOPE OF SAMPLES IS INCLUDED IN THE CATEGORY OF FREIGHT, SO THERE YOU ARE.



DILEMMA OF THE MANUFACTURER WHO IS TRYING TO MAKE WHITE COATS FOR THE RESORT TRADE, FUR-TRIMMED STUFF FOR STORES THAT BOUGHT LATE FOR JANUARY SALES AND A SPRING LINE FOR THE COMMON PEOPLE. TRY TO TELL HIM THAT WE NEED MORE SEASONS.

Bill Paillet



The Smart Style of the Slender-sized for the Stout

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$16.50 to $69.50

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225 WEST 37TH STREET, NEW YORK

BILLY NEWMAN, *General Representative*

Sponsoring MAY-BECK CO., Inc. *Little Women Dresses*

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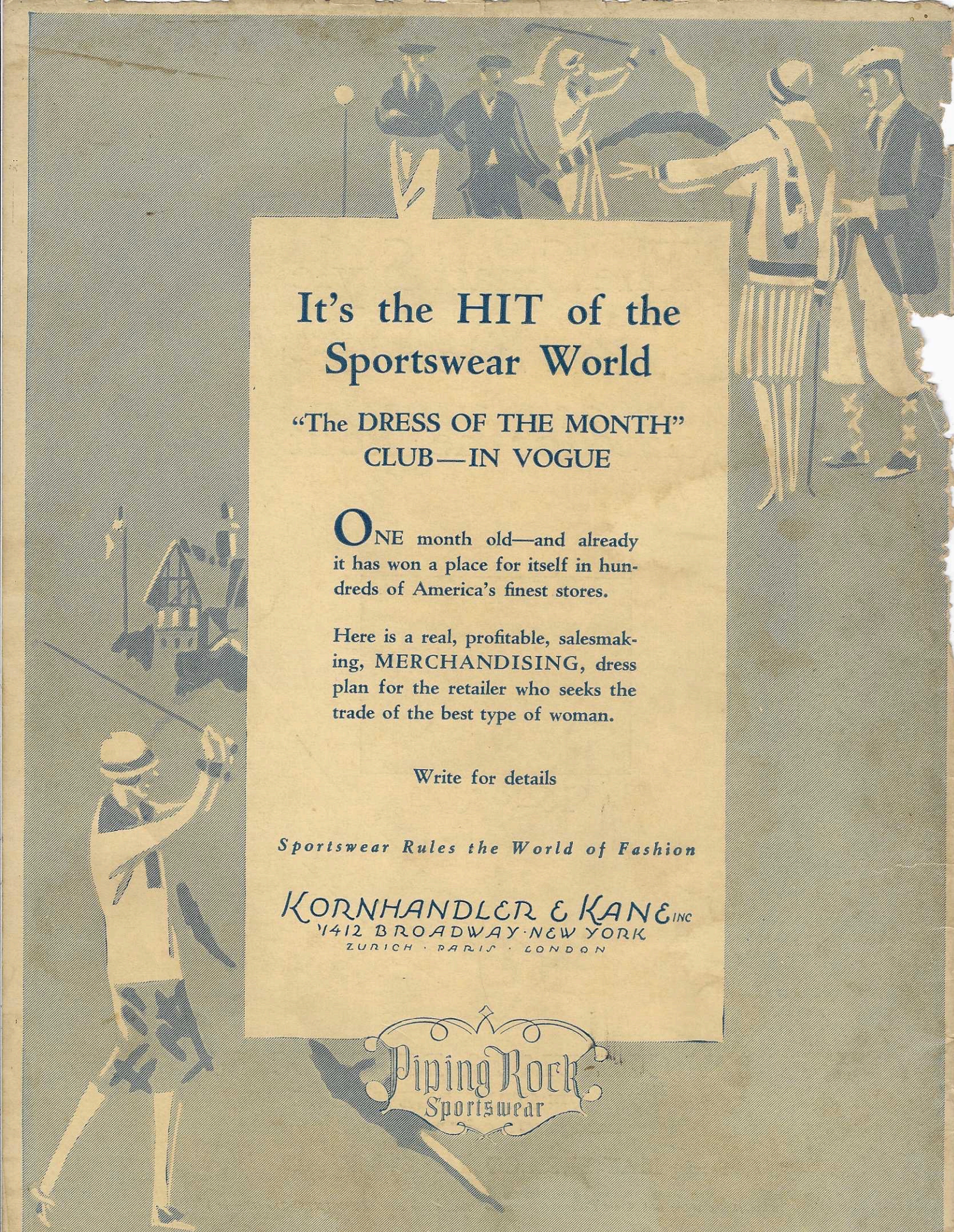

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